

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. F. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XII.

NEW YORK, MARCH 6, 1895.

NO. 10.

## THE St. Louis Republic

DAILY AVERAGE NET CIRCULATION FOR 1894,

—53,431—

SEMI-WEEKLY AVERAGE NET CIRCULATION FOR EACH ISSUE  
FOR 1894,

—125,384—

THE REPUBLIC makes a net statement, deducting all returns, papers spoiled in printing and remaining unsold, so as to leave the actual number of pages distributed by THE REPUBLIC to regular bona fide readers.

THE REPUBLIC'S circulation records have been checked, rechecked and verified by experts delegated from the advertising agencies of

**LORD & THOMAS,  
NELSON CHESMAN & CO.,  
DAUCHY & CO.,**

**CHAS. H. FULLER,  
PETTINGILL & CO.,  
LYMAN D. MORSE,**

AND

**ALDEN & FAXON.**

Advertising rates quickly furnished by

**THE REPUBLIC, St. Louis, Mo.**

Or at New York Office,

**146 TIMES BUILDING.**



# Blow Away!

It is all right to  
do so if you have  
something worth  
blowing about.

We blow about the ATLANTIC COAST LISTS because we know them to be worthy of all we do or can say regarding them.

We know the sterling merit they possess, otherwise would not have drawn checks to pay for this page as we have done for the past five years.

~~~~~  
Note what we blow about—

1400 Local family papers.

61 per cent are ONLY papers in their respective towns.

84 per cent are only papers in their respective towns, or are published at County Seats.

1-6 of all the country readers of the United States reached weekly.

$\frac{1}{2}$  cent per line per paper for transient advertising.

$\frac{1}{4}$  cent per line if 1000 lines are engaged.

One order, one electrotpe does the business.

~~~~~  
ATLANTIC COAST LISTS,

134 LEONARD STREET,

NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XII.

NEW YORK, MARCH 6, 1895.

No. 10.

## WITH BRITISH ADVERTISERS.

By Henry Cowen.

Eighteen hundred and ninety-five has, so to speak, become established, and business, which was temporarily suspended towards the end of last year, with an inclination to continue the holiday season into the present year, is now fairly in swing. As if to give a fresh impetus to commerce, the principal advertisers seem to have been occupied in preparing an exceptionally good array of advertising, and this is from time to time appearing in the various prints which seem best suited to the nature of goods which are being pushed.

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Every country has its own ideas of things, and what may be right in one land may be quite wrong in another. I should, therefore, recommend those American firms who are at present advertising in Great Britain, and also those who contemplate doing so, to have their announcements criticised by English experts before allowing them to appear in the public prints, as some Americanisms are quite misleading to the denizens of this land. For instance, no less a corporation than the Royal Baking Powder Co. evidently has depended upon their own astuteness in the preparation of their English ads, or to be more correct, their American ads appearing in the British papers, as they have been inserted here with no change from those in the United States. One error lies in their asking readers to apply for a cook-book, by sending a *postal* to Wall street, New York. Now a book purporting to give hints on the culinary department is here called a *cookery-book*, so that the word used by the Royal Baking Powder Co. is looked upon as an inelegant expression, or even as a grammatical error; and a *postal* in this country does not signify

a postal-card—or as we invariably call them over here, post-cards—but a very convenient means of transmitting small sums of money, viz.: postal-orders, for short, usually alluded to as postals. The same firm intimate that their goods are to be obtained *at retail* at the ordinary places where such goods are vended; at is quite unnecessary, as we never refer to articles being sold *at retail* or wholesale, but simply retail or wholesale, as the case may be. When goods are to be auctioned we use the expression “to be sold *by auction*”—not at auction. It would be interesting to know if the Royal Baking Powder Co. received any applications for their cookery-book by post-card; and also if any persons took the trouble to write asking the amount of postal-order necessary to bring the preceptor in cuisine.

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Chewing-gum has never been a success in England, although it has been pushed for all it is worth. The Beeman Chemical Company are advertising their product to some extent in the high-priced weeklies and other periodicals, and they are taking the wise precaution of alluding to it as a confection. This may, for a time, help the sales, but if the article is a gum, pure and simple, the folks here will have none of it, after they have found out what it is, as the habit doesn't seem to take root.

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The number of preparations (alleged) for producing hair upon the bald cranium is, at the present time, legion, and, as they are all expending a good deal of money, there must be a demand for them, although it is said that they seldom sell more than two bottles to the same person, who usually discovers that it is doing no good, and then tries another. A rather original name for such a remedy is to be seen in many of the well-known publications adver-

tising a hair producer—"Esaline"—and if the stuff is as good as the name, there ought certainly to be merit in it. However, the manufacturers of this class of article require something new in the shape of illustrations, the usual cumbrous quantity of hirsute appendages being to the average onlooker a little too too, and are apt, in these hard times, to conjure up visions of daily visits to the tonsorial parlors, not to be shaved only, but to be submitted to the operation of hair-cutting as well. Some one with an original idea for a cartoon to accompany a hair producer ad should submit it to one or other of the large advertisers.

\* \* \*

An interviewer has succeeded in appropriating a portion of the time of Mr. Lyons, who manages "Olympia," a covered-in building extending to six and a quarter acres, and reputed to be the biggest show on earth, and the facts he elicited respecting the advertising account of this concern are interesting. It appears that the yearly amount exceeds £60,000, or approximately \$300,000, a goodly portion of which finds its way into the treasuries of the London and provincial papers, while a vast sum must be required to keep up the posters on their various stations, numbering as they do 1,300 in London alone. In order to make sure that these posters bring in the greatest possible returns, a staff of inspectors is employed to examine them at regular intervals. As a curious contrast to this method of securing publicity, and therefore good houses, an operatic singer of the first magnitude is reported to have said that "he was no believer in the principle of spending to get."

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Readers of PRINTERS' INK may deem it impertinent on the part of a foreigner to comment on one of the principal—if not *the* principal—government organizations of the United States—the Post-Office. As an excuse for my remarks I venture to think that such an opinion, although it may not be instructive, may be interesting. When I read that the powers that be had refused to permit the Year Book issue of PRINTERS' INK to pass through the mails as second-class matter, it fairly took my breath away, especially when such advertising sheets as "Book News" are allowed to go year after year without question. No one could

for a moment suppose that the publication mentioned is anything other than a means of bringing under the notice of an indulgent public the books kept in stock by John Wanamaker and his associates in business. (John is variously referred to over here as John Money-maker, John Funnyquaker, etc., but never by his legitimate cognomen, so that we are not so far behind the times after all.) Therefore in reviewing in my mind one or two rulings which every one interested in publishing and kindred matters in the United States must well remember, I have been unable to come to any other conclusion than that the officials of the United States Post-Office Department are vested with more power than is the Czar of all the Russias; and the spider-like manner in which they suck the blood from the innocent and unoffending newspaper fly, would have been worthy of the Holy Inquisition.

#### THE ADVERTISING HABIT.

Advertising is a habit. It may be good or bad, as the man who indulges in it is inclined by nature and influenced by surrounding circumstances. Most habits are produced by men who enter certain channels of action, and are not directly led by the personal efforts of those around them. In this, the advertising habit is peculiar, as the formation of it in many cases is the result of the systematic and persistent work of others.

The greatest injury to the business interests of country weeklies and the dailies in small cities is the lack of patronage from the mercantile, manufacturing and professional firms. Limited issues do not always explain this, as sometimes a 500 circulation of one paper may bring as much business as a thousand copies of another publication. What is needed by papers in general is to get more firms to form the habit of advertising. Too often a publisher will confine his solicitation of business to a few and never dream of making a careful, continued canvass.

There has been in many places during the past a tendency to carry politics and religion into business. This would lead a Democratic merchant or church member to keep back patronage from a Republican editor, and vice versa. The custom is being thrown into the pile of "out-of-date" business rubbish, and merchants are real-



izing that advertising must be considered a part of the year's expense, just like rent, clerk-hire, taxes, fuel, etc. They therefore only need encouragement and assistance. The time has come when to get much more than cost out of anything from a pig's foot to a diamond and get the public interested in the article for sale, the man in possession of it must let his possible purchasers know that he has it. A few instances of where men have been induced to form the habit of advertising are given:

There was a certain dry goods merchant who had never spent a cent for advertising. He owned the building he occupied and had a relative for a clerk. He was content to make expenses, having an outside income to rely upon if "times got hard." Dozens of solicitors failed to get a line from him; but the writer, after putting in nine hours talking politics, crops, weather, religion, etc., got an order for a two-line local at 5 cents per line. It was five years ago. That merchant has since formed the habit, and while he does not yet take a page display, he continually puts in locals, and the result is his store is never without a customer. He could not be induced to stop advertising.

A furniture manufacturer who was known as a progressive man could not be persuaded to spend a dollar with the printer. One day he shipped a bedroom suit to a city which contained a number of furniture factories. A notice of the shipment appeared in a local paper, and the result was the manufacturer sold three car-loads of his products in California. He was then asked to take a paid write-up and did so. To-day his faith in advertising is as great as his ability to make first-class furniture.

A druggist, who was ante-bellum in business as well as politics, had his shelves filled with old styled bottles and considered money "thrown away" when used to advertise with. An invalid lady passing through his town desired a certain kind of patent medicine which was much "out-of-date," as it had not been advertised for years. After failing to get the article at all the other stores she was told to go around to the place of "old pill-box." She did so, and in the cellar, covered with an inch of dust, the medicine was found. The sale pleased the merchant greatly, and he wanted to get rid of

more "old stuff." He succeeded in getting a local in his paper, which was paid for in trade, and soon had several calls for the same kind of medicine. He had an increase of business and grew joyful, but had to form the advertising habit. He is to-day a partner in a prosperous jobbing house.

A wholesale grocery merchant was asked to advertise, but said it did not pay, as he sold goods through drummers altogether. A new retail merchant in the country wanted to buy a certain brand of soda he had read about, but the house he purchased his stock from did not have it, and he had to take "something just as good."

In the next issue of his town paper the country merchant read a news item which stated that the grocer who sold through drummers only had just bought four car-loads of the very kind of soda he had wanted all the time. He wrote the grocer a card explaining the circumstances and giving an order for some of the soda. The merchant who thought advertising did not pay is forming the habit, and now uses circulars, cards, etc., extensively, and sometimes gets into the papers and is glad to pay for his notices.

A negro cook at a well-known hotel was competent to fill any department in which he was placed. He, like many white men, conceived the idea that the place could not run without him and demanded an increase of wages. He was refused and quit work, but after weeks of idleness was convinced that loafing did not pay. He started a small restaurant within a square of four white men who were in the same business. The first month did not bring in expenses, and the disconsolate cook was going to close up when he was told to advertise a little. He invested \$1.25 in dodgers, and waited. The returns were satisfactory. More circulars and some cards were printed, and business "picked up" right along. That restaurant is now having a big run of custom and the proprietor is fixing to get into the papers with regular notices. One of the white restaurant keepers has moved, another has discharged his night clerk, and the others are swearing at the "nigger with a rabbit's foot."

A young doctor full of ambition and capable to enter upon the practice of his profession arrived in the city. The next day his shingle was "swung" without any consultation of the code of

ethics prevalent in the community. With nearly one hundred other physicians and a healthy population the outlook was not encouraging. The young doctor joined the local medical society, but that did not bring him patients, for he was inexperienced and unknown. One day a farmer had an arm broken in an accident near the new physician's office and he was carried there. The wound was quickly and neatly dressed, and the "emergency" doctor's name was in the morning papers in connection with the accident write-up. A fellow boarder of the doctor was a printer, and after congratulating him on his first case suggested a plan of advertising. The frequent mention of the physician's name in the local papers during the next few months caused much severe criticism and his dismissal from the medical society, but he stuck to printer's ink. He now has a steady practice and credits it to advertising.

If publishers would get more firms to form the habit of advertising, even if there had to be some "trade and traffic" in it, the cash system would soon put in an appearance and the happiness and prosperity of all concerned would be increased.

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#### A PRIZE SOAP AD.

Mr. C. H. Post, of Newburgh, N. Y., recently introduced a laundry soap called "Harmless." The three superior qualities claimed for it were (1) that it would remove dirt just as well as strong alkali soaps, (2) would cost no more, and (3) would not injure hands or clothes. He made the point that the more alkali there was in soap the more readily it would remove dirt, but at the same time the excess of alkali would rot clothes and make a woman's hands sore. He claimed to have discovered an oil that would neutralize the injurious effects of the alkali in his soap without impairing its cleansing properties.

His campaign of introduction was waged in all the cities and towns on Long Island outside of Brooklyn. The advertising was confined wholly to short reading notices in the newspapers. Then a plan was adopted that wasn't exactly new, but had clever features. A circular was sent to each editor offering the following prizes: To the one who wrote and printed the best notice of the soap \$5

would be given; to the next best, \$3; to all the remainder, \$1 apiece. The notice was to appear as pure local reading matter, with no marks to show that it was an advertisement, and was to occupy about twenty lines. The three superior qualities mentioned above were to be brought out, and the editor could add anything in praise of the soap that he desired.

Nearly every editor on Long Island entered the contest, and their efforts were clever almost without exception. The very choicest positions were given the notices, some appearing as bona fide editorials. Most of them exceeded twenty lines, while one paper printed two long notices. I had the distinction of being judge of the contest, and awarded first money to the Port Jefferson *Times*. The Patchogue *Advance* took second money. Following is the first prize advertisement:

#### MR. BEECHER DIED TOO SOON.

The late lamented Henry Ward Beecher was not entirely correct when he wrote those memorable words: "If cleanliness is next to Godliness, then soap is a means of grace, and a man who recommends spiritual things should recommend soap." Brooklyn's theological idol should have drawn a line between good and bad soap, as his pulpit teachings divided the sheep and goats. No conscientious minister could recommend the many brands of strong alkali soaps now on the market, for the injurious effects from their use are worse than the dirt. Mr. Beecher died before the art of laundry soap-making had reached its perfection. The ideal laundry soap (the one that will remove dirt as thoroughly and costs no more than strong alkali soaps) has just been invented, and its name is Harmless. Being a just man, if Mr. Beecher were alive to-day he would modify his famous statement as follows: "If cleanliness is next to Godliness, then Harmless soap is a means of salvation to the housekeepers of the land, and the man who recommends spiritual things should recommend Harmless soap." There is alkali in Harmless soap, but its strength has been neutralized, so that it does not rot the garments or injure the skin.

It will be noticed that the plan was similar to that of the Ripans Chemical Company last June, every contestant getting paid for his work. But the advantage of Mr. Post's plan was that he got both the work and the choice space for one price. Best of all, he secured the personal interest of the most influential men in the towns—the editors themselves.


The results have been very satisfactory.

BERT M. MOSES.

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POOR crops resulting from bad seed would not occur so often if farmers always knew where good seed could be purchased.

"Noscitur a Sociis."

*A Man* 

is known by the company  
he keeps, : : :  
so it is said

*An Advertisement*

also depends very largely  
for its value upon its  
associations.

*Printed in*

**THE SUN**

its associations are of the  
best. : : : :

*It Pays*

therefore, to be an adver-  
tiser in : : :

**THE SUN**

NEW YORK

Do  
You  
Want



**Cleveland?**

TAKE IT.

THIS great big town with its nearly 500,000 people, including suburban field easily reached, pins its faith to THE WORLD every evening and every Sunday. It has the brains, ability and influence of the town back of it. This statement is not a mere figure of speech but a speech of plain figures:

"Ten Dollars buys more space in THE WORLD than in any other Cleveland paper."

☼

The  
— World



THE WORLD PUBLISHING CO.,

B. F. BOWER, GENERAL MANAGER.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

TRIBUNE BUILDING, NEW YORK.

THE ROOKERY, CHICAGO.

# The CHICAGO DISPATCH

By JOSEPH R. DUNLOP.

.....

## GOES RIGHT TO THE MARK.

There are certain papers which manage to hold a small circulation merely by the force of tradition. A man takes such a paper merely because his father used to take it.

Such a circulation may be eminently satisfactory to the publishers, but it is not one which holds forth any advantage to the advertiser.

An advertisement, to be effective, must be read. It is not sufficient to put an advertisement into type and trust to luck for its circulation.

THE CHICAGO DISPATCH has a large circulation, and the circulation is alive. A man buys this paper because he wants to read it and *does* read it. The advertiser who makes his appeal to the public through the columns of THE DISPATCH may rest assured of an army of readers. His advertisement goes right to the mark, like a bullet. Why waste ammunition?

You may not like certain news methods of THE DISPATCH. Others do. It is all a matter of taste. But no one—not even its worst enemy—ever has questioned the fact that this paper is the most effective, best-paying advertising medium in the afternoon journalistic field.

Why do you advertise, anyway? Do you do it for fun or for business? If you do not care for business it doesn't make much difference where you place your advertisements. If you advertise for business it is important to choose the best medium.

And in Chicago this means THE DISPATCH. Ask any successful business house in this city.

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## Are You a Live Advertiser?



Success  
Comes to those  
Who Advertise in

The Chicago, Milwaukee & St. Paul  
System

*960 Waiting Rooms*

Controlled by  
...G. S. Mackenzie, Chicago...

1160 Monadnock Building.



IN ONE YEAR

**55,000,000**

**Papers**

ARE PRINTED BY THE

## Chicago Newspaper Union.

These papers are read by nearly *three hundred million* readers, people enough to pay *good profits* to all who will advertise steadily.

*One* reader, and *one* electro, will reach all these people through the very papers of which they think the most, and in which they believe the most.

Begin your spring campaign by getting an estimate from us.

**CHICAGO NEWSPAPER UNION,**

87 S. JEFFERSON STREET,

**Chicago.**

New York :

10 Spruce Street.



*A Grand Newspaper. A Paper with Character, Standing and Circulation.*

...THE...  
**Pittsburgh  
Chronicle  
Telegraph**

 *IS READ BY BUYERS.* 



**Sells 50,000 Copies Daily.**

*C. J. BILLSON,  
86 & 87 Tribune Building, : : : New York.*





# IT IS MARBLE to the Eye.

And Very Handsome,  
Highly Finished Marble, too.

8-Day Cathedral Bell, Strikes hours and half-hours,  
16 inches across the base, 11 inches high.

It is "ADAMANTINE," in fact ; but the eye cannot distinguish it from marble.

The principal portion is black marble—to the eye.

If ordered in large lots, the pillars or inlaid parts may represent malachite, onyx, serpentine, lapis lazuli, or any variation of precious marbles desired, or may be bronze silver or gold.




An Advertising NAME, Catch-line or trade-mark may appear upon the base or elsewhere, in artistic design, without increasing the cost when ordered in quantity.

The whole design may be varied in any way desired.

Tens of thousands of this identical design have already been sold—thus proving its popularity.

If A SINGLE CLOCK is wanted as a sample, just to see what it is like, send check for \$5 and the clock will be securely packed and forwarded by express. If a large number are wanted the price will be less. How much less will depend. Address

**SETH THOMAS CLOCK COMPANY, 49 Maiden Lane, New York.**

....The 

# St. Louis Chronicle

Will accept advertising upon the  
distinct guarantee that its average  
daily circulation is greater than  
that of all other evening papers in  
St. Louis combined.   -   -   -



....The 

# St. Louis Chronicle

AVERAGE NET CIRCULATION



FOR EACH DAY LAST WEEK  
WAS OVER

# 100,000 Copies.



**E. T. PERRY,**

MANAGER FOREIGN ADVERTISING,

53 TRIBUNE BUILDING,  
NEW YORK.

503 & 504 BOYCE BUILDING,  
CHICAGO.

**4<sup>C</sup> A POUND** for the

**BLACKEST OF BLACK  
NEWS INKS**

**IN 500 LB. BARRELS**

**Carmine, 12½ cts.  
an ounce.**

**Finest Job Blacks or  
Colored at \$1.00 a pound.**

*Address (with check)*

**Wm. Johnston.**  
Manager  
PRINTERS' INK PRESS

**10 Spruce  
Street,  
New York.**

## Sample Copy Editions.

FOR HOTEL MEN,	March 13th.
FOR HOTEL MEN,	March 20th.
FOR SCHOOLS,	March 27th.
PRINTING OFFICES,	April 3rd.
PRINTING OFFICES,	April 10th.
FOR DRUGGISTS,	April 17th.
FOR DRUGGISTS.	April 24th.

A series of seven issues of our paper, intended to induce the above-named classes to become subscribers to PRINTERS' INK, will be issued as stated above, and articles calculated to interest or instruct these classes are especially desired for use in these issues as follows :

### FOR MARCH 13TH & 20TH.

How Hotel men should advertise.

Why Hotel men should subscribe for PRINTERS' INK.

### FOR MARCH 27TH.

How Schools should advertise.

Why Schools should subscribe for PRINTERS' INK.

### FOR APRIL 3D & 10TH.

How Printers and Publishers should advertise.

Why Printers and Publishers should subscribe for PRINTERS' INK.

### FOR APRIL 17TH & 24TH.

How Druggists should advertise.

Why Druggists should subscribe for PRINTERS' INK.

Articles received will be accepted and paid for or returned before the date of issue.

Contributors are requested to come out particularly strong on the point, "Why these should subscribe for PRINTERS' INK?"

Address all communications to

PRINTERS' INK,

10 SPRUCE ST., NEW YORK.

Advertisements for PRINTERS' INK are solicited.

Advertisements of things useful to advertisers are **earnestly** solicited.

Classified advertisements, no display, 25 cents a line of six words.

Displayed advertisements, 50 cents a line, \$7.50 an inch; \$100 a page; \$50 for half a page; \$25 for a quarter page. Copy must be received one week in advance. Send all orders to

PRINTERS' INK,

10 Spruce St., New York.

## POSTERS.

The poster has taken on a new and enlarged aspect, and is now seen to have a capacity for effectiveness and a breadth of application, as an accessory to newspaper advertising, not hitherto suspected.

Logicians tell us that so complex is the play of even ordinary affairs that not often can we unravel all the causes that have produced a single result or follow all the results of a single cause. It would be interesting, and might be instructive did space permit, to try to resolve this new birth of the poster into its beginnings. Be sure that, in such an analysis, the issues of this journal for over six years past would be found to have been a fruitful nursery of the germs of the present day poster. It was not in the nature of things that the arts of advertisement by newspaper could be carried forward by leaps and bounds without causing their vivifying influence to spread in all collateral directions. Even the readers of advertisements have been transformed in like measure as the composers of them. How, then, could the venerable, but not otherwise eminent poster, escape the contagion of improvement?

Three dangers beset the path of the poster and those that would use it: Haste, delay, unfitness. The almost universal desire to "keep up with the procession" is apt to set many to posterizing before they have adequately conceived or worked out the details of a proper scheme, or can have their plans and designs suitably executed. Competent artists in posters are not yet numerous, and the few we have will have to feel their way for a year or two yet. Meanwhile, a highly specialized and widely circulated journal, like *PRINTERS' INK*, could materially serve all interests by the extension of a generous and systematic hospitality to the new comer. In the present state of our knowledge as to what an advertising poster should be and how it should be handled, to go slowly is a prerequisite to arriving surely. But deliberation is not to be confounded with procrastination. In this newly turned field it is still the early bird that will catch the worm, but the seeker must be a veritable fowl and not a hybrid, and must be of the worm-catching variety. Unfitness is too great a topic to be dealt with at

large in so brief an article. Perhaps a good way to treat it summarily is to enumerate the already recognized essentials of an effective poster.

First, then, an up-to-date poster must be co-ordinated with the newspaper advertising, upon which the burden of the work to be done must fall. When the masters of the art of war abolish infantry and fight their battles with cavalry and artillery, we may think of abandoning the newspaper for other means of publicity.

Secondly, a poster must be artistic; otherwise it will offend the public taste and repel those it is meant to attract. In this matter we need the best work of designer, draftsman, pressman and paper-maker.

Thirdly, a poster must be simple. If it cannot make its desired impression at a glance, it must not challenge the beholder to a laborious study of its nature and purpose.

Fourthly, the conception should be bold. Look at the equestrian figure of Napoleon, made familiar by the *Century*. Only the fame of the artist that drew the horse could have floated such a mass of curves and wavy lines with an American advertiser; yet how effective the picture is, and artistically satisfying, despite obvious exaggeration. In this composition Grasset has admirably blended art and utility, the two qualities that make the character of a true poster.

Fifthly, the pictorial and literary contents of a poster must be thoroughly harmonized, making them work together to the single end desired, and not work one against the other, to the weakening or destroying of the poster as an advertising agent.

Sixthly, means must be provided for guarding the poster against being overlooked, in the competition against it of elbowing neighbors. This feature should be as carefully attended to as those connected with its direct and positive operation.

Lastly, all questions relating to size, color and every other detail and accessory should be worked out with a due regard to the places where, and the people among whom, the posters are to be displayed; for a poster cannot possibly be serviceable if unsuited, in any material respect, to its surroundings.

What has been said no more than barely touches the subject, but it shows that here we have, in the domain of advertising, an art of almost infinite

variety, extending into a nearly boundless field. And, now, what are the "little schoolmasters," the ad-smiths, the commercial artists, the great advertisers, and, lastly, the great public, which actually expects and relishes its advertising novelties, going to make of it, say, within the next two years?

C. F. B.

### PROVING TOO MUCH.

*By Joel Benton.*

There is no denying that cheapness is a great desideratum, for it means the easiness of getting things which we desire and must have. If one dollar will buy two articles that we stand in need of, instead of exhausting its power in the purchase of but one of them, it makes us, by just this overplus, the richer. Hence the seductiveness of the modern "bargain counter" and all the various pleas on behalf of low prices. But the argument for cheapness must not only be made to seem probable, it must, ordinarily speaking, stand on moral foundations. Everybody remembers of course the two rival broom makers who went about hawking their hostile wares and who each exhausted all his separate skill and ingenuity in showing how much cheaper his own goods were than his rival's. One of them finally said that he could certainly sell his brooms the cheaper because, as he had stolen the corn, that part of the material had cost him nothing. "No you can't," said the other, "for I stole the brooms." I have always considered this story a very good apocryphal illustration, but it may have been something that once really happened. At any rate, it seems something quite like it, if the *London Daily News* can be trusted, has just happened in Europe. In Iserholm, Germany, a draper in offering a very large stock of goods dwelt upon the fact that he could sell them unprecedentedly cheap, "as they had been procured for him by a staff of seventeen thieves," who had taken them from the shops of his competitors. The draper was at once arrested but pleads that the advertisement was only a "trade puff" and grew out of his humorous imagination. It is a good thing to sell for a low price, and to prove that you can do so; but it is a misfortune to attempt to be too humorous at the same time.

### A SCHEME THAT FAILED.

*By A. E. Hoyt.*

The decision recently rendered whereby the courts have declared the Niagara Falls "anti-peddling" ordinance, so-called, unconstitutional and violative of the Inter-State Commerce law is regarded by established dealers there and elsewhere as a set-back to them in their perennial fight with wandering vendors.

Peddlers, however, in the ordinary acceptance of the term, are a comparatively slight cause of complaint among the regular dealer's many woes, and had this "anti-peddling" ordinance stood it was the intention to aim for other and bigger game, namely, the suppression, by means of a license so high as to be practically prohibitory, of the "bankrupt sales," "fire sales," and other like transient concerns, which at irregular but frequent intervals make their appearance in every interior city, hang out the red flag, cut prices, "play hob" with local business, and by and by depart as silently as they came.

The claim of the local dealers to protection against these concerns was based upon practically the following allegations: (1) That the transients pay no taxes and in no way contribute to the public expenses of the community, while diverting a share of the legitimate revenues of those who do pay taxes and support the schools, churches and charities of the town; (2) that the average prices at which goods are sold by these transients are so low as to preclude the possibility that their goods are what they are represented to be; and, in short, that the dealers, who are so important a factor in the life of the town, are entitled to a measure of protection.

The "anti-peddling" ordinance was merely a "feeler" to pave the way to prohibitory legislation against this class of transients. Hence the general regret of regular dealers at its apparent failure. The smaller failure has seemingly included the greater. Niagara Falls, by reason of its attractions to a large visiting and tourist population during the summer months, has undoubtedly been a greater sufferer in regard to this transient business than most cities of its size, but to a considerable extent the same thing exists in most of the interior cities and towns of the State, and the Falls crusade

against them was watched with interest, and its defeat, whether temporary or permanent, is widely regretted.

\* \* \* \* \*

Here again comes a question of advertising ethics. Should the country publisher sell his columns to these transients? They usually offer big pay and to take big space. It is a temptation, and no law forbids. But all things are lawful, while only a part of them are expedient.

### CHICAGO AND WEST.

ADVERTISING IN THE LAND BEYOND THE OHIO INTERESTINGLY DISCUSSED BY W. C. HUNTER, ADVERTISING MANAGER OF THE CHICAGO "BLADE," "LEDGER" AND "WORLD."

"Boyce's Hunter," as he likes to call himself—otherwise Mr. W. C. Hunter—the advertising manager of Boyce's Lists—the Chicago *Blade*, *Ledger* and *World*—talked about advertising in Chicago and the West when I met him at the Imperial the other day, in a way that may interest the readers of PRINTERS' INK.

"The fact that E. T. Perry, the special agent in the New York *Tribune* office, has opened a Western office at Chicago, and that other special agents spend a great deal of time there shows the interest that field possesses to the men that are out after advertising," he said. "The Western special agent for Eastern papers is a dead certainty of the near future. Of course some Eastern papers have their Western agents now. All of them will have eventually.

"I can remember not a great many years ago, when, if a man in Chicago wanted to advertise in a paper say in Davenport, Iowa, he had to send his business to New York and have it sent back again to Chicago. I think I was about the first to have a special agency in Chicago. I represented a list of sporting papers. Then only a few publications, like the *Ladies' Home Journal*, *Harper's* and some Eastern trade journals, were specially represented in Chicago. The fact that Chicago is the commercial center of the country has its effect on advertising. A big Boston jeweler's experience tells the story. That's William Hill—of 'Hill pays the express' fame. His method of doing business is to send out goods C. O. D. on approval, and pay the return charges himself if they were

not bought. He found that it was pretty expensive to pay the express from Boston to Texas and back, and that it took a long time to do business with remote sections of the country. First he moved to New York. The reason why he hesitated to move to Chicago was the fear that ads dated Chicago would not attract people as much as ads dated New York. But he finally moved to Chicago and began dating his ads there. He soon found that not only did people generally buy just as quickly but that he sold just exactly as many goods in the East as before he moved to the West.

"There is no longer any prejudice against Chicago except in St. Louis, and we assume we are going to annex that place pretty soon and do away with it.

"The East is thickly settled and a man can jump into a train and in less than an hour he will be where he can buy just what he wants. In the West it takes two or three days to get to a market. People out there used to come to town about once a year or so and then instead of buying they went around and looked at things, and took home with them catalogues of the different goods and prices, so they could order from home. Then these catalogues became so frequent in issue that a man who came to the city personally after them, once or twice a year, found he couldn't keep track of prices and things, so often did they change. Now all the big Western establishments issue profusely illustrated, descriptive catalogues and mail them to long lists of clients at frequent intervals. Some of them have tremendous big lists, Montgomery, Ward & Co. have 2,000,000 names of buyers on their books. Their catalogues are known as 'The Cowboy's Bible' and people sleep with it under their pillows at night.

"This system has educated people to buy by mail and you couldn't persuade them into any other system. Purchasing goods by catalogue gives a much wider range of selection than they had in the old days when they had to make long trips to the city—and goods are less expensive when you don't have to add the cost of traveling expenses incurred in going to buy them.

"Another thing, the Westerner gets his money easier and in larger chunks, and he spends it in the same way. The Eastern fellow gets his money slowly and in small quantities—and he spends

it in the same way. Another thing that is beginning to make Chicago an advertising center is the fact that the Western people are not so subject to the periodical depressions that effect the Eastern people. Business East is chiefly manufacturing. When the mills shut down for three or four months it takes the people a year to get square again.

"The West is an agricultural and stock-raising country. The farmer always has something to do in the money-earning way, and he can always raise money on his stock or his crops.

"When times are good the factory towns are the first to feel it, and vice versa. Take the experience of publishers whose publications go all over the country. Circulation immediately falls off in the East when hard times come, but remains almost unchanged in the West. Publishers who print all the copies they claim to, find advertisers say that if their advertising pays everywhere as well as it does out West, they would be all right. People are beginning to realize that the West is rich in possibilities for progressive advertisers. Chicago concerns don't fail to draw prosperity from the great West. Look at Marshall Field's great establishment—the largest in the world. There isn't anything anywhere to compare with it. Claffin, as an agent of others, may handle more actual money, but as a straightout jobber to the retailer Marshall Field is the largest there is.

"Note how this house works its runners—six or seven of them strike a town together, each representing a department, and all in charge of a general manager, who attends to things generally like looking up credits, etc., while the other men are taking orders for the particular goods each one is expert in.

"In cultivating local trade Chicago advertisers are great on page ads in the Sunday papers, same as in Boston—something you are coming to in New York sooner or later.

"But returning to the matter of Chicago as a center for general advertising—the center of population is at South Bend, Indiana, only sixty miles from Chicago. It was at Cincinnati, but the drift of increasing population is northward and westward, owing to the settling up of the great Northwest.

"We have some bright advertisers out West. Ever hear of the 'Red Tag' scheme in St. Louis? Well, in

the dailies for several weeks kept appearing ads telling people to 'Look out for the Red Tags, the Red Tags, the Red Tags,' but without a name or an address or any explanation.

"One morning when the denizens of St. Louis got through sleeping for the night—they do sleep a little more in the night than in the day time out there, for they are great sleepers—they found hanging from every lamp post, and telegraph pole, and front door knob, and way up on people's blinds, great red tags a yard long directing people to 'go to Humphrey's for suits,' 'Don't forget Humphrey's Underwear Bargains,' etc., etc. Men had gone around during the night in covered wagons, and hung the tags without being detected. They were never caught and it took the police three or four days to get all the red tags down. Humphrey was never troubled, as he had some understanding with the tag distributors by which he escaped the responsibility.

"Then a fellow in Chicago took up the scheme, advertising green tags instead of red ones, and one morning Chicago woke up to find itself green tagged by the Hub Clothing Company.

"We haven't an over supply of ad writers in Chicago yet, but we have several very good ones like Clifton Wilde and E. A. Wheatley, but there are facilities enough in Chicago to take care of all the advertising that comes that way, and judging from recent contracts, made by Chicago agencies with Eastern houses and Western houses too, there is going to be lots of it. Chicago advertisers are cultivating the Eastern field, as evidence Fairbanks, Armour and several other big houses, and the recent contracts made by McCoy & Wildman in the East. Then there is the opening of a Chicago office by Munyon's Homeopathic Remedy concern. All these things are straws in the trade winds that blow Chicago-ward."

ADDISON ARCHER.

A SHOE-DEALER down in St. Croix  
Advertising refused to employ;  
Said he: "Why should I deign  
To spend money in veign?  
D'ye think I've got wealth to destroy?"

Parsimony so blinded his eyes  
That he vowed he would ne'er adverteyes;  
But he wished his cake dough,  
'Cause his goods sold so slough—  
Now the sheriff his place occupyes.

WITH "Printers' Ink" upon his shield  
The merchant wins on every field.



# STUDY THE FIELD.

I was surprised, the other day, to see a dozen or more typewriters busily engaged in the office of a large manufacturing concern, when I knew that the head of the firm personally conducted all the correspondence. I expressed surprise that any one man could dictate fast enough to keep so many machines going. The business man modestly disclaimed any Herculean abilities and explained that the girls are not stenographers; they are simply kept busy writing the same letter over and over to different firms. Why not use printed letters or the mimeograph? Because a letter that seems personal has ten times the effect.

There is a pointer here for newspaper advertisers. There are stock arguments irrefutable, in favor of advertising in local papers; an advertisement in the local paper appeals, in a peculiar way, to its readers. But why not go a step further and make the advertisement, as well as the medium, local? John Jones reads every week that Dr. Dollar's Balm will cure consumption; he sees it in his weekly religious paper and he sees the same advertisement, apparently printed from the same type, in the patent insides of his county paper. But suppose some day that he reads that Dr. Dollar's Balm will cure the consumptives of Wayback County? Suppose, instead of the electrotype ad, he sees a special appeal to "the citizens of Wayback County who are so unfortunate as to be afflicted with this dreaded scourge?" Is this not pressing the truth home?

The secret of the marvelous success of the "coupon scheme" lies largely in the words, "For *Gazette* readers only." Every reader of the *Gazette* felt that here was something for him personally; it was a scheme gotten up for his especial benefit. The same amount of space devoted to advertising portfolios, without the local and personal features, would not have yielded half the results.

An advertisement is supposed to be a business solicitor. The successful business solicitor learns something about the buyer before he "tackles" him. He is able to say "Good morning, Mr. Jones," with a dead certainty that Jones is the buyer's name. If Jones has a particular weakness for telling the bright things his young son and heir says, the successful solicitor does

not forget to ask about the baby. So the advertisement that is the best solicitor betrays some knowledge of the personal tastes and wants of the people to whom it appeals. No one advertisement appeals with equal force to every reader; Shakespeare doesn't move every one and even the fin de siecle "expert" can't hope to do what Shakespeare does not. In the minstrel show it is the local "gags" that send the house into convulsions, because they are something that every one can lay hold upon and appreciate.

Of course, an article whose name has become a "household word" does not so imperatively need this distinctively local advertising, but, for the introduction of a new article, it will pay the advertiser to study carefully the field reached by each paper he uses and to prepare his advertisement with that field especially in mind. Let him use his electros in the papers of general circulation if he must, but each local paper should have an advertisement prepared especially for it.

MARCO MORROW.

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

### WANTS.

GOOD HOUSEKEEPING. Ada.

GOOD HOUSEKEEPING. Ada.

AD. VICK'S MAGAZINE, 200,000. 33 Times Building, N. Y.

AD. VICK'S MAGAZINE, 200,000. 33 Times Building, N. Y.

AD. VICK'S MAGAZINE, 200,000. 33 Times Building, N. Y.

AD. VICK'S MAGAZINE, 200,000. 33 Times Building, N. Y.

AN importing firm in Rotterdam (Holland) wishes to represent for the continent of Europe a manufacturer of composing machines for printers. Bankers' references in New York. Address "G. S.," care Printers' Ink.

HALF interest in a plant, cost over \$15,000, can be bought for \$3,000. More work than ability to handle. Want an experienced job printing man, up-to-date ideas; good field, fine city; nice people; want nice man. Address Box 318, Savannah, Ga.

TWO partners, owning and working a live daily paper in a large New England city, would like to find another practical working newspaper man to join them with more capital, for the further development of a large and growing business. Paper established 20 years; grand chance for a worker, with a few thousands to invest. Address "C. & H.," care Printers' Ink.

AT LIBERTY—Am now at liberty to re-engage. Want position as advertising manager and ad writer with solid commercial house, wholesale, retail, or specialty manufacturers. Am an experienced advertising man, familiar with merchandising; know about newspapers and printed things to bring trade through type. May be I'm the man you're looking for. Bill of particulars when you write. "M.," care W. O. Avery, Mgr. L. C. S. Service Co., 84 Woodward Ave., Detroit, Mich.

## NEWSPAPER INSURANCE.

**T**HE YANK, Boston, Mass., wards off business death. \$0,000 monthly.

## STREET CAR ADVERTISING.

**F**OR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

## PAPER.

**M**. PLUMMER & CO. furnish the paper for M. this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

## PRESSWORK.

**I**f you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

## MERCANTILE LAW.

**C**AVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

## ILLUSTRATORS AND ILLUSTRATIONS.

**S**OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**S**OLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**S**KETCHES—Neat, clever little outline drawings that'll freshen up your ads. Ten for \$5. O. K. or no pay. R. L. WILLIAMS, 83 L. & T. Building, Washington, D. C.

**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

## TO LET.

**Y**ANK, Boston. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**G**OOD HOUSEKEEPING. Space.

**H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.**

**G**OOD HOUSEKEEPING. Space.

**H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.**

## ADVERTISING NOVELTIES.

**V**ICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

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**V**ICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

**G**IVE up booklets. Try a hundred inkstands. They will last years. H. D. PHELPS, Ansonia, Conn.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## PREMIUMS.

**V**ICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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**V**ICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

**P**REMIUMS—Best and up to date. THE CURRENT PUB. CO., 1928 Filbert St., Phila.

## ELECTROTYPES.

**V**ICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

**V**ICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

**V**ICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

**V**ICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

**P**AY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

**Y**OU may write your own ads, but one thing sure—you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

## BILLPOSTING AND DISTRIBUTING.

**V**ICK'S 300,000 beats billposting, coz it's permanent.

**V**ICK'S 300,000 beats billposting, coz it's permanent.

**V**ICK'S 300,000 beats billposting, coz it's permanent.

**V**ICK'S 300,000 beats billposting, coz it's permanent.

**R.** H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

**P.** PRINTZ, distributor of advertising matter. 730 9th St., N. E., Washington, D. C.

**T**HE DENVER ADVERTISING CO. advertising distributors, 1730 Arapahoe St., Denver.

**H.** CRAIG DARE, distributor and poster of advertising matter for all Long Island. Best references. Box 48, Patchogue, L. I.

**O**LEAN Advertising Co., billposters, distribute circulars, papers, samples, nail up signs, etc., Western New York, Northern Pennsylvania. First-class work guaranteed. Charges moderate. Box 380, Olean, N. Y.

## MISCELLANEOUS.

**G**OOD HOUSEKEEPING. Excellent.

**G**OOD HOUSEKEEPING. Excellent.

**V**ICK'S MAGAZINE A1 + 1 - 0 - 300,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 - 300,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 - 300,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 - 300,000.

**"**IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

**N**OTICE.

To whom it may concern: This is to certify that H. M. Hadfield is no longer connected with the ARKANSAS GAZETTE, and is not authorized to make contracts or receive money for the paper.

GAZETTE PUBLISHING CO.,  
W. M. Kavanaugh, Mgr.  
Little Rock, Ark., Feb. 19.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

BOOKLETS by the million, to advertise your business. 50c. per 1,000 up. Write for estimates on your work. Lowest prices in the U. S. SPRINGFIELD PUB. CO. Springfield, Mass.

ADDRESSES AND ADDRESSING.

50 CENTS gets our sub. list; gummed paper, 1,400 names. DEMOCRAT, Albion, Ind.

LETTERS bought, sold or exchanged. Big lot to rent, all kinds, either sex. ADVERTISERS' LETTER BUREAU, 447 6th Ave., N. Y.

ENVELOPES, wrappers, cards, etc., addressed to your order, 50 cents per M. Cash with order. J. C. TOWNSEND, Minneapolis, Minn.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

WE are the only exhibitors of printing at the Architectural League. THE LOTUS PRESS, 140 West 23d St., N. Y.

YOU CAN'T get along without German advertising. The Germania Publishing Co., Milwaukee, publishes the banner German advertising mediums. Circulation unrivaled.

ARE you advertising in Ohio! We take it for granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The DAYTON MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 3,500 copies each issue, and the WEEKLY TIMES-NEWS, 4,500, are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address H. D. LA COSTE, 38 Park Row, New York.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing so. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

"LUCKY ADVERTISING" is only another name for skillful advertising. It is all in knowing how. We have spent nearly thirty years in advertising all kinds of business. We have been "lucky." We believe in going at it the right way. Some results of our experience are told in a very small booklet, which we send free to advertisers who write for it. DODD'S ADVERTISING AGENCY, Boston, Mass.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 100 Water St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

\$3.00 PER 1,000 for a gold embossed business card is cheap. We have them for only 12 kinds of businesses, however. State yours and send for sample. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6 1/4 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$3.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

PRINTING INKS—Best in the world. Carmine, 12 1/2 cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

FOR SALE.

\$1 BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—Printing office, finely equipped; three presses; new type; low rent, with power and heat; easy terms. J. S. HYDE, Bath, Maine.

REPUBLICAN newspaper for sale, in a Republican county in Central New York. Business last year, \$10,000. A whole or half interest. Satisfactory reasons for sale. Address "D. A. J." care Printers' Ink.

AMERICUS (Ga.) DAILY and WEEKLY TIMES-RECORDER. Leading paper of Southwest Georgia. Large job office attached. Price and terms very easy. A bargain. BASCOM MYRICK, Owner and Publisher.

FOR SALE at a bargain on account of removal. Campbell cylinder press, 3 revolution, 4 rollers, bed 32x36, in perfect condition and guaranteed. Also, 25 horse power New York safety steam power engine and 30-horse boiler. Call on or write to BALDWIN & GLEASON CO., 38 Reads St., New York.

FOR SALE—Publishing house with job rooms attached. Publish only daily paper in county in Central Ohio. Well-equipped office and do an extensive job printing business. Good advertising patronage. Will sell or trade for land. Publisher in poor health. Address, care 245 Elm St., Cincinnati.

\$5,200 BUYS well established weekly newspaper. Population, 3,000. Superior jobbing plant and trade. Specially constructed building, 20x28. Dwelling 6 rooms, stable, etc. \$1,450 can remain. Official county paper for 1896, insuring purchaser \$1,500 to \$5,000 return of purchase money. Ill health sole cause for selling. Apply to JOURNAL, Bay Shore, Long Island, N. Y.

## PRINTERS.

**VAN BIBBER'S**  
Printers' Rollers.

**E**QUALS any, excels many: My work and prices. **MAYER, Printer, Madison, Wis.**

**P**RIENTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. **WALKER & BRENNAN, 301 to 305 William St., N. Y.**

**"HIGH-GRADE Printing"** means printing that will be approved by an examining committee of artists. We are exhibitors at the Architectural League. **THE LOTUS PRESS, 140 West 23d St., N. Y.**

**I** WANT to do work for people who desire plain, straightforward printing—the kind that business men appreciate; the kind that pays; the kind that few printers can do as well as **WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.**

## ADVERTISEMENT CONSTRUCTORS.

**BRETT. Ads.**

**A**DS **SMITH.** Baltimore. Washington.

**S**MITH has ideas. Baltimore. Washington.

**F.** MCC. **SMITH.** Baltimore. Washington.

**F.** MCC. **SMITH.** Baltimore. Washington.

**F.** MCC. **SMITH.** Baltimore. Washington.

**S**END old ads for a new one on approval. **R. L. CURRAN, Box 599, Chicago.**

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**VICK'S MAGAZINE'S** own artist will make special designs for advertisers.

**JOHN CUTLER, Newton, Mass.,** writer of advertising. See **PRINTERS' INK, Jan. 15.**

**G**OOD pulling ads. Fine enough for any paper. **D. G. ARCHIBALD, 73 Nassau St., N. Y.**

**J**UDICIOUS advertising moves merchandise. Do you want an expert mover? **"FRANK,"** care Printers' Ink.

**13** IS sometimes considered an unlucky number—not always. See what **PRINTERS' INK** has to say in the last number, on page 13, about **THE LOTUS PRESS.**

**I**F you can't say what you want to jot down a few hints and I will say it for you in five good ads for \$4, suitable for spring trade. On approval. **A. FINK, Thornville, Ohio.**

**F**ROM Alaska's icy mountains to Florida's coral strand, really prosperous folks are those who to advertise have said. I make ads. **E. L. SMITH, Codman Bldg., Boston, Mass.**

**W. B. POWELL, Attorney-at-Law, Lacon, Ill.,** will plead your business before the public; 13 correct retail ads, \$5, sent C. O. A. (collect on approval)—verdict in your favor every time. Send business card and particulars.

**I**N accepting our exhibit of fine printing, the Architectural League proclaim to the world the artistic merits of our work. We are the first printers who ever received this distinction. **THE LOTUS PRESS, 140 West 23d St., N. Y.**

**H**AVE it all done by the one party. Writing, designing, printing, electrotyping—ads, circulars, booklets, everything. Nobody can do it better, few as well as **WILLIAM JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.**

**\$1.00** for a plain, common-sense ad, with well-drawn outline illustration. This is a quantity price—one hundred would cost \$100. These ads are like those of Rogers, Peet & Co. Send \$1.00 for a sample. **BRETT, 123 Nassau St., N. Y.**

**B**USINESS literature—Interested? I assume all details of writing and printing. **CLIFTON WADY, Somerville (Boston), Mass.**

**5** CATCHY ads, with bran new illustrations, \$7. Money back if they don't suit you. **JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.**

**I**'OO busy to cut prices. If you want 10 retail ads with the right ring, I'll think them up and write them out for \$10, payable on approval, if you say so. I can't write long ads at this price—anywhere from 10 to 75 words. Mechanical, medical and other special subjects cost more. Ask for estimates. **JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.**

**I**N the West Gallery of the Architectural League Exhibition is an exhibit of our printing. This is the annual exhibition of "Applied Arts," and we are the only printers represented. The samples shown are taken from our every-day work, and were not made specially for exhibition purposes. Work that is fine enough to pass an examining committee of artists and be placed in an art exhibition by them is the kind of printing we mean when we speak of our work as "high-grade printing." **THE LOTUS PRESS, 140 West 23d St., N. Y.**

**A** REGULAR SNAP FOR CLOTHIERS—30 ads for \$5, cash with order. None of your moth-eaten, prehistoric, time-worn, space-filling chestnuts, but fresh, original ads, crisp as a new bank note, bright as a shining dollar, and with that sort of ring that impresses the public with the fact that you've got a good thing and aren't backward in telling about it. They'll please you—and your trade. If they don't we'll send your money back. We make this liberal offer simply to induce a trial of our work, feeling assured you'll be so well pleased with results as to give us orders for more ads. **LEWIS & MATTHEWS, 501 Main St., Kansas City, Mo.**

**M**Y offer to write any kind of advertising matter and submit it for approval before asking for pay has brought particularly good results—so good, in fact, that I propose to make it the strong point in most of my ads in **PRINTERS' INK.** Under that offer any man can see for himself just what kind of work I am doing and judge whether it is worth paying for. Of course now and then some of my work is rejected, but I have no fault to find. If a man isn't suited, he has a perfect right to refuse to pay. I would prefer to submit retail ads in a series of 10. The charge for these, if accepted, is \$10. The ads may be either illustrated or plain. Plenty of data should be sent to make up the ads from **BERT M. MOSES, Box 253, Brooklyn, N. Y.** Ten medical ads, \$30.

**A** GREAT BARGAIN—Great as regards quality—great as regards quantity—greatest of all as regards littleness of price. We have written a set of 30 ads. They are designed specially to sell clothing and men's furnishings. They are plain, straightforward, convincing and ought to be good (being the joint product of two men whose leadership in writing bright, trade-winning ads stands undisputed in their city, and who are, and have been for three years, writing all the ads for Kansas City's three largest and most successful clothing houses). We call them good—so good that we expect them to sell many more ads for us. We offer the entire set of 30 ads for \$5, cash to accompany order, and if you don't think the bargain a good one send them back and get your money. We're reliable, and cash saves time and postage. **LEWIS & MATTHEWS, 501 Main St., Kansas City, Mo.**

**H**E NEVER STAGGERS—Here's a letter from a client: "DEAR SIR:—I am writing you this factory, but price would stagger the average countryman. We, however, never stagger. Such an ad would have produced wonderful results at any other time than during this awful panic. You will hear from us again." Here is my reply: DEAR SIR—I am glad to learn that you are game and do not stagger. Thank you for the check and the compliment to my ad; but I never expect a single ad to accomplish "wonderful results!" I give time and thought to study the advertiser's business before writing the first ad. That makes it a comparatively expensive one. A series of 13 or 26 is far cheaper in proportion and gives more chance to test the thump, thump, thump—never-let-up principle that makes successful advertising. Yours truly, **WOLSTAN DIXEY, 36 World Bldg., New York.**

## ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

## ALABAMA.

**A** LABAMA papers are shy about exploiting their merits.

## ALASKA.

**N**O Alaska paper is big enough to advertise in **PRINTERS' INK.**

## ARIZONA.

**A** RIZONA papers are too modest to advertise here.

## ARKANSAS.

IT ALWAYS PAYS  
TO ADVERTISE IN

## The Arkansas Gazette

Because it reaches the people who have money to spend. Because it is the paper the people of Arkansas read and talk about. Because it has been published since 1819, and has a greater circulation and a greater influence than any other paper printed or circulated in the State. Daily and weekly editions cover all portions of the State. For rates apply to

**THE ARKANSAS GAZETTE,**  
Little Rock, Ark.

## CALIFORNIA.

**L**OS ANGELES TIMES—Southern California's great daily. Foremost advertising medium. THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **SAN JOSE MERCURY.** For advertising rates in daily or weekly address San Jose, Cal.

## COLORADO.

**C**OLORADO papers want page advertisements in **PRINTERS' INK.** and have no use for small, classified announcements.

## CONNECTICUT.

**T**HE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 3,500. Western Connecticut thoroughly covered by the **TWO UNIONS.**

**O. L. MOSES,** New York Representative, 430 Vanderbilt Bldg. **THE UNION PUBLISHING CO.,** Bridgeport, Conn.

## THE TWO HERALDS.

**WATERBURY SUNDAY HERALD.**  
**BRIDGEPORT SUNDAY HERALD**

Every nook and corner in the Nutmeg State covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 30,000. 150,000 Readers.

## IDAHO.

**A**DVERTISING IN **PRINTERS' INK** costs too much, unless one has something really worth saying.

## INDIANA.

**THE COURIER,** Indianapolis. The leading inter-State negro journal. Circulation, 3,500. **CHAS. H. STEWART,** pub. Write for rates.

## DELAWARE.

**I**S such a little State.

## DISTRICT OF COLUMBIA.

**W**ANTS bigger space and display than can be had here.

## IOWA.

**T**HE DUBUQUE TELEGRAPH is acknowledged to be the best advertising medium in Eastern and Northern Iowa, and equal to any in the State. It reaches the people in Iowa, Northern Illinois and Southern Wisconsin. Send for a sample copy and rates of advertising. Address **THE TELEGRAPH,** Dubuque, Iowa.

## LOUISIANA.

**S. O. N. PRESBYTERIAN,** New Orleans, wkly cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

**T**HE HOME TREASURY, Augusta, Maine, proves 50,000 copies per month.

**A**DS IN **THE INDEPENDENT,** Farmington, Me., produce results and mail orders.

## MARYLAND.

**D**ON'T take much stock in advertising: but when it must be done wants more space.

## MICHIGAN.

**D**ETROIT SUNS, 118,000 weekly.

**SAGINAW COURIER-HERALD.** Daily, 4,000; Sunday, 7,000; weekly, 14,000.

**SAGINAW COURIER-HERALD** is delivered directly into the homes by its own carriers.

**SAGINAW COURIER-HERALD,** largest circ'n in No. Mich. Full Assoc'd Press dispatches.

**D**ETROIT SUNS, **ILLUSTRATED** and **SUNDAY,** circulation, 118,000, are profitable mediums.

**G**RAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit. 15,000 daily.

**SAGINAW** evening and weekly **NEWS.** Largest circulations in the Saginaw Valley, Michigan.

When Looking for Returns

Don't Forget

**THE LOCAL REPUBLICAN,** LEWIS, Mich.

Ask for Sample Copy.

**D**ETROIT **ILLUSTRATED** SUN, weekly, 97,837; **SUNDAY SUN,** 35,336. Adv. office, 617 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

**R**ESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the **ILLUSTRATED** and **SUNDAY** SUNS, Detroit, Mich. Advertising office, 617 Temple Court, New York City. Write for full particulars. Circulation, 125,073 weekly.

**SAGINAW COURIER-HERALD** is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 40,000) is the third city in Michigan. For further information address **H. D. LACOSTE,** 38 Park Row, New York.

## MINNESOTA.

**T**HE DULUTH NEWS-TRIBUNE—The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and weekly editions. New rates of subscription: Daily and Sunday, per annum, \$5; daily and Sunday, per month, 50c.; daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. **PERRY LUKENS, Jr.,** Eastern Advertising Agent, 73 Tribune Building, New York. **A. E. Chantler,** Editor and Manager.

**MASSACHUSETTS.**

**40** WORDS, 6 days, 50 cents. ENTERPRISE, Brockton, Mass. Circulation, 7,500.

**W**ONDERFUL!—Send 10c. to FRANK HARRISON, Boston, Mass., and see what you will get.

**MISSISSIPPI.**

**I**KE the violet seeks seclusion.

**MISSOURI.**

**A** POPULAR query: "What will the FORT-NIGHTLY say about it?" St. Louis.

**T**HE PACKER, Kansas City, Mo. Fifth in circulation of Missouri newspapers. First in circulation of the trade papers of America. Paul J. Daemicke Co., Chicago, dealers in butchers' supplies, etc., write, Feb. 4, 1896: "In reply to yours of the 25th ult., we will say that we have our ad in many of the trade journals, and I am free to say that for results directly attributable to all sources from whence they come, the Kansas City PACKER does us the most good. I will assist to push a good thing along by continuing our ad for the year '96."

**MONTANA.**

**T**HE LIVINGSTON ENTERPRISE; eight pages; all home print. Circulation exceeds 1,000.

**A**NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana; 10,000 copies daily.

**NEVADA.**

**T**HE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

**NEW HAMPSHIRE.**

Established 1877.

**The GRANITE MONTHLY**

Beautifully Illustrated.  
A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent,  
TEMPLE COURT, NEW YORK.

**NEW JERSEY.**

**B**RIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

**THE EVENING JOURNAL,**

JERSEY CITY'S

**FAVORITE FAMILY PAPER.**

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

**NEW MEXICO.**

**T**OO dry to advertise much.

**NEW YORK.**

**V**ICK'S 200,000.  
East of Rockies, 184,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 184,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 184,519. Fact.

**V**ICK'S 200,000.  
East of Rockies, 184,519. Fact.

**F. M. LUPTON'S** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Reade St., N. Y.

**Q**UEEN OF FASHION, New York City.  
Issued monthly. A million copies a year.

**T**HE NATIONAL PROVISIONER, organ of the meat & provision industries, 264 Pearl St., N. Y.

**A**N illustrated supplement is the salvation of the Sunday paper, for it awakes an interest in the publication. Send for sample. CHAS. H. WEBSTER, publisher, Buffalo, N. Y.

**STORIETTE**  
A Magazine of original tales. The March issue appears in a new and artistic dress. Send for rates. STORIETTE PUB. CO. Downing Building, New York.

**THE HOUSEWIFE,**

New Office, 114 Nassau St., N. Y.

Circulation 75,000 Copies Monthly.

Send for Advertising Rates and Specimen Copies.

Ask for Special Rates for Advertising in

**Texas Siftings**

**BEFORE THE ADVANCE.**

ALL AGENCIES.

The Leading Illustrated Paper of America is

**LESLIE'S WEEKLY.**

Every Live Advertiser recognizes this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,

110 Fifth Ave., New York.

**Albany's Most Popular Daily.**

Circulation 17,400.

**Albany's Great One-Cent Newspaper.**

This is to certify that the Circulation of **THE DAILY PRESS AND KNICKER-BOCKER** is Constantly Increasing and that the number of copies printed this day was 17,400.

W. D. KELLY, PRESSMAN.  
State of New York, City and County of Albany.  
Sworn to before me this 18th day of November, 1894.

JOHN J. GALLOWAY,

Notary Public, Albany, N. Y.

**THE PRESS CO., Publishers,**

Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and Sunday Press.

**NORTH CAROLINA.**

**P**REFERS local patronage, which pays better.

**- NORTH DAKOTA.**

**T**OO cold to advertise in the winter.

**OHIO.**

**T**HE NEWS is the only Sunday paper in Zanesville. Try it.

**L**ARGEST circ'n of any Prohibition paper in nation: BRACON AND NEW ERA, Springfield, O.

**D**AYTON MORNING TIMES and EVENING NEWS. Combined circulation 14,000 daily

**YOUNGSTOWN VINDICATOR**, 7,000 daily, 5,000 weekly. Leading newspaper in Eastern Ohio.

**FINDLAY (O.) REPUBLICAN**, despite untruthful statements by others, circulates 3,000 more daily and 500 more weekly than any local competitor.

**THE TRI-STATE GROCER** visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

## OKLAHOMA.

**THE GUTHRIE DAILY LEADER**, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

## PENNSYLVANIA.

**SCRANTON (Pa.) REPUBLICAN** has the largest circulation of any Scranton paper.

**EDUCATIONAL INDEPENDENT**, school w'kly. EDINBORO PUB. CO., Edinboro, Pa.

**DESIRABLE READERS** and a good circulation are what advertisers receive in the **CHESTER TIMES**. 30,000 well-to-do, intelligent people read the TIMES with their supper every day. WALLACE & SPROUL, Chester, Pa.

**INTELLIGENCER**—DAILY AND WEEKLY, Doylestown, Pa.  
For guaranteed circulation see Rowell's Directory. Always the leaders.  
Always best mediums for advertisers' purposes.

## RHODE ISLAND.

**HOME GUARD**, Providence, R. I.; circulation 50,000; paid up subscription list.

## SOUTH CAROLINA.

**THE** daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

## SOUTH DAKOTA.

**NOTHING** to advertise.

## TEXAS.

**THE POST : Houston, TEXAS,**

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

## UTAH.

**WANTS** more space or none at all.

## WASHINGTON.

**SEATTLE POST-INTELLIGENCER.**

"In her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

**THE SPOKANE SPOKESMAN-REVIEW**

Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1891, 500, 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The **REVIEW** is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

## WEST VIRGINIA.

**NEW** territory, progressive and flourishing town, wide-awake newspaper. Address the **SOUTHERN WEST VIRGINIAN**, Williamson, West Virginia.

## WYOMING.

**THE** ladies will not allow its newspapers to use **PRINTERS' INK.**

## CANADA.

**WANTS** reciprocity—not advertising.

## SO. & CEN. AMERICA.

**PANAMA STAR & HERALD.**  
**ANDREAS & CO.**, 22 Broad St., Agents.  
Send for sample copy.

## CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 33 weeks, for \$13, 6 months for \$8.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$26 a year, or \$3 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

### ADVERTISING.

**PROGRESS**, Washington, D. C.

**AGRICULTURAL IMPLEMENTS.**

**FARM MACHINERY** (Eld), St. Louis, Mo.

Largest issue in 8 years, 50,000.

Smallest issue in 8 years, 10,000.

Largest average for 12 months, 17,600.

### AGRICULTURE.

**HOME AND FARM**, Louisville, Ky.

**WISCONSIN AGRICULTURIST**, Racine, Wis.

### ARCHITECTURE.

**INLAND ARCHITECT**, Chicago. Best in West.

### CARRIAGES.

**VARNISH**, Philadelphia, Pa.

### COAL.

**COAL TRADE JOURNAL**, New York City.

### DAIRYING.

**The American Creamery**, Chicago.

### FASHIONS.

**QUEEN OF FASHION**, N. Y. City.

Issued monthly. A million copies a year.

### HOMOEOPATHY.

**HOMOEOPATHIC RECORDER**, Phila., Pa.

### MACHINERY.

**MACHINERY**, 415-17 Pearl St., N. Y. 15,250.

### MEDICINE AND SURGERY.

**MEDICAL HERALD**, St. Joseph, Mo.

**Tri-State Medical Journal**, Keokuk, Iowa.

**MEDICAL FORTNIGHTLY**, St. Louis.

**MEDICAL SENTINEL**, sworn cir. Portland, Or.

### TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

### TOBACCO.

**WESTERN TOBACCO JOURNAL**, Cincinnati.

### TYPEWRITERS.

**PHONOGRAPHIC WORLD**, New York City.

### VEHICLES.

**FARM MACHINERY** (Eld), St. Louis, Mo.

### WOMEN.

**QUEEN OF FASHION**, New York City.

Issued monthly. A million copies a year.





BY CHARLES AUSTIN BATES.

No matter how good a store or thing is, if its advertising is not good it will not prosper as it should. Poor advertising is misrepresentation, and misrepresentation is poor advertising. An advertisement is supposed to represent the business it advertises. It is supposed to tell the good points. If it does not, it is very much the same to the reader as if they did not exist. If there are two men in the same line of business, and one gives in his advertising adequate and agreeable representation of his goods, while the other one does not, it is easy to see where the bulk of the trade will go. This is so plain that there can be no question about it. It is this condition and the desire for excellence in advertising that has brought into existence the advertising specialist.

A specialist is a man who devotes all of his brains and energy and time and energy to the study of one thing. A specialist in advertising is a man who practices advertising as a doctor practices medicine, or a lawyer practices law. While advertising is an essential part of every business under the sun, it is of itself a distinct and important business. It is a complex science, and in its application to various businesses, it presents many difficult problems. The merchant or manufacturer has neither time or inclination to solve these problems. His mind is distracted by many other details of his business, and he finds the intelligent co-operation of the advertisement specialist of infinite relief and profit to him. The really useful advertising specialist does more for his clients than to merely prepare copy for their advertisements, circulars, catalogues, etc. A clear-headed man will be able to give his client many hints and suggestions that will really amount to more than his services as a writer. There are many thousands of men and women who can write beautiful English, and yet who cannot write effective advertising. The advertisement writer ought to have had considerable business experience—ought to have been a close student of human nature, ought to have learned the advertising trade as a carpenter, or an engineer, or a doctor, or a mechanic learns his. An established advertisement writer

**Send 35 Cents**

for a *Prophylactic Toothbrush*  
and you will realize real tooth-comfort.  
It is the only brush that truly cleanses the  
teeth—cleanses the crevices as well as the  
surface. It is reliable in material, perfect  
in construction, reasonable in price.  
Dentists everywhere endorse it. Drug-  
gists everywhere sell it. In use  
follow directions. Book free.

FLORENCE MFG. CO. 100 Park Street,  
BOSTON, MASS.



comes into daily contact with the brightest business men of the country. In his talks with them he acquires varied and comprehensive knowledge that could come to him in no other way. Each problem that is presented to him helps him to solve the next one. He grows more and more useful as he gains in age and experience. There are degrees of excellence in this business, as there are in every other, and naturally an advertiser who wishes to secure the best services will endeavor to find the best man in the business. It is a hard business to advertise, because the advertisement must from the very nature of things be egotistical, and egotism is often offensive. I can only hope that this little preliminary plea of "guilty" will make the reader of the following statements as lenient to their egotism as possible:

I am a specialist in advertising. It is my ambition to be the leading one. I am doing all that I can to accomplish this end. I have had the

proper education and experience to fit me for it. I have made a business of the work. My offices are conveniently arranged and equipped with everything that I know of that will help me to do the best sort of advertising work. I am in touch with the leaders in advertising in all the different lines. I have my own art department, presided over by the man whom I believe to be the best business artist in America. With his assistance, I have been able to turn out matter that has pleased some of the largest and shrewdest advertisers in the United States. My endeavor is always to give advice and to prepare advertising matter that will sell goods. I believe that this is the only thing that advertising is for, and that if it does not sell goods, it is good for absolutely nothing. The value of an advertisement can be measured always and only by the result in sales, but long experience and observation make it possible to determine to some extent the value of an advertisement before it is published. We know that a striking and artistic appearance is essential. We know that a clear, concise, convincing presentment of the advertiser's goods is even more essential. We know that certain methods have brought certain results in other cases, and from these things we may build a hypothesis that has probability on its side.

I believe that I am better fitted to serve advertisers in the way I have spoken of than any one else in my line. This is egotism pure and simple, but I believe it is true. I believe that I can



be of profitable service to any advertiser in the United States, no matter whether his expenditure be one thousand dollars a year or a million dollars a year.

Because of the almost infinitely varied character of the work which comes to me, it is impossible to give exact figures without knowing exactly the work to be done. In a general way, the following paragraphs will give an idea of my methods and charges. I give the figures as closely as I can, but prefer always to make a definite estimate before the performance of any work.



#### PLANS AND ADVICE.

I prepare plans for general or local advertisers. Under this same heading, also, would come the criticism of methods and matter. Good, honest criticism is sure to be worth something to any advertiser, large or small. Ordinarily I charge ten dollars for a letter of advice and criticism. I cannot make even an approximate price on the preparation of plans, as this must necessarily vary considerably with the variation in the amount of advertising to be done, and in the difficulties which present themselves.

#### GENERAL AND MAGAZINE ADVERTISING.

General advertising usually means all advertising, other than local, which appears in the local newspapers. The advertisements are generally used in a number of papers, and the importance of having them rightly constructed increases with the increased cost of their insertion. For such ads. I charge about five dollars each, although frequently I have to charge more. For 1/4-page magazine ads, \$10; 1/2 page, \$15 to \$20; page, \$25.

#### MEDICAL ADVERTISING.

This is my particular specialty. I know that there is much need of good work in this line, and I have thoroughly fitted myself to supply this need. I like the study of medicine and know something about it. I have the books I need. On work of great importance, I consult with one of the best physicians in New York. I write common sense advertisements which are technically correct, and I know of a number of cases in which they have been very effective. As to the quality of my work in this line, I can refer to some of the leading advertisers of the United States. I charge ten dollars each for medical advertisements. When there is a considerable series, I sometimes make a reduction. A short circular costs ten dollars or more. Pamphlets seldom cost less than fifty dollars, but in occasional instances I have found it possible to write one for twenty-five dollars.

#### TRADE PAPER ADVERTISING.

There is no place in the whole advertising field where there is so much opportunity for improvement, as there is in trade paper advertising. I think that trade paper advertising generally pays, but I am convinced that it can be made to pay better in ninety-nine cases out of a hundred. For advertisements of moderate size I charge about five dollars each; twenty-five dollars for a series of six.

#### TRADE CIRCULARS AND BOOKLETS.

I have been flatteringly successful in the preparation of circulars for jobbers and manufacturers. These take the form of circular letters, folders, cards or booklets. They are important and can be made to pay every time if the goods

are right. In sending out such matter, the cost for printing and postage is so great that it is really "extravagant economy" not to employ a good writer, either to prepare the matter entirely, or to revise and criticize it. Five dollars is my minimum price for a short circular, and one of ordinary length is more likely to cost fifteen dollars. The minimum price on booklets is fifteen dollars. Booklets may be used in any business, whether retail, wholesale, or manufacturing. By a booklet, I mean something longer and more explicit than an advertisement can well be made,



and yet not so long as a catalogue. Booklets are useful to the retailer for promiscuous distribution, and also for insertion in the packages which go out of his store. The manufacturer can use them in circularizing his trade and for distribution to the consumer through the trade, or otherwise. The shorter they can be made and tell the story the better they are, and the more attractive the form and style of printing, the more likely they are to be read. I have prepared a number of eight-page booklets of a certain style, which I am generally able to supply in lots of five thousand for between thirty dollars and forty dollars, according to the subject treated of.

#### CATALOGUES.

I compile, arrange and write matter for catalogues. This is another place where my charges are insignificant in comparison with the total cost. The ordinary trade catalogue is barren of any attractiveness, either in the mechanical effect or in the text. This year's catalogue is about like last year's, and two catalogues from different houses in the same line are practically the same, differing only in expensiveness. I can help you get out a catalogue that will make a ripple all over the pool of trade, that will go clear to the bottom and stir up business you could never touch before. I arrange the catalogue for the printer, so obviating many mistakes and much irritation.

#### RETAIL ADVERTISING.

Retail advertising is closest to the consumer, and so the results from it are quicker and more certain than they are from any other kind of advertising. I have had an intimate acquaintance with retail advertising for ten years. I am fairly well posted in almost all of the usual lines. I charge about \$1.50 each for retail ads, unless there is a considerable series. A special service which I am offering to retailers consists of thirteen advertisements written to fit the business and thirteen attractive outline illustrations to fit the ads. This gives fresh copy once a week for three months. The price is \$33, but I reserve the right to decline any order. If any one cares to know about my work in retail advertising, and my ideas about it, he ought to have my book, "Advertising for Retailers," which I send on receipt of 25 cents.

#### ILLUSTRATING AND DESIGNING.

With the help of my artist I am prepared to furnish illustrations and designs for all purposes. We know just what sort of illustrations are best for use on the various qualities of paper. We know when to put in lines and when to leave them out. We know when wood cuts are needed and when to use zinc etchings and when to use half-tones. We know all about color work by the different processes, and can furnish color sketches for lithographic purposes, or for reproduction in zinc. We make illustrations for books, catalogues and advertisements. We make striking cover designs, street car cards, placards, show cards, and can also furnish engravings for letter-heads, business cards, and for any other commercial purpose.

#### LABELS.

The labels on bottles and packages are very important from an advertising standpoint. They are frequently neglected, and are given much less thought than they are entitled to. I will undertake the preparation of the designs and matter for labels, wrappers and packages. I consider this work as important as any that I do.


#### PRINTING.

There is nothing about printing that I do not know, or cannot do myself. I had a practical training of five years as an employing printer, during which time I learned the trade thoroughly. For this reason it is frequently desirable that I should take complete charge of the printing of circulars, booklets, catalogues, etc., which I have written or designed. I have no interest in any printing office, and when I take charge of work of this kind, I make a reasonable charge for my services. This makes the printing a little bit more expensive, but it makes it better. Any work that I have anything to do with will be done by the best printers I know of. These are The Lotus Press, 140 W. 23d street, New York, and Printers' Ink Press, 10 Spruce street, New York.

#### SAMPLES.

I have plenty of samples of the different kinds of work that I do. I am always glad to send them to advertisers. I must refuse to pay attention to postal cards or requests that would lead me to believe that the sender was not a business man nor an advertiser.

**CHARLES AUSTIN BATES,**  
Vanderbilt Bldg., New York.



## Toothbrush Facts

If the plain facts about the Prophylactic toothbrush were correctly told—as a dentist can tell them—to everybody in America, we would not be able to supply the demand.

We are doing an unusual thing in talking to dentists about our brushes. Toothbrushes are not usually advertised at all, but these are unusual toothbrushes—they will stand advertising. They possess advantages that every dentist will recognize at a glance. We merely want them to get that glance.

We sell brushes to dentists so they can make money by handing them, but we care more for their good will and their good words than we do for the profit on their trade.

We would like you to use our "Bristle" tooth. Write about our Prophylactic and the Florence Nightingale tooth. Will you send your address? We'll give you a brush, too. If you are not satisfied, return the brush.

**FLORENCE NFG. CO., Florence, Mass.**  
New York: 10 Broadway. Chicago: 101 Walnut St.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

☞ Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

☞ If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

☞ **CIRCULATION**: A detailed statement of the number of copies printed of every issue of **PRINTERS' INK** for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1885, shows that the actual average issue for the last year was 17,758 copies; for the last six months, 19,575 copies; for the last three months, 21,223 and for the last four weeks, 22,950 copies.

☞ **OFFICES**: NO. 10 SPRUCE STREET.

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NEW YORK, MARCH 6, 1895.

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THE seedman who wisely advertises never gets seedy.

A SEED business which is not advertised is liable to go to seed.

NO SEED is more fruitful than that sown in the advertising columns of good newspapers.

A COURTEOUS and convincing advertisement is a courteous and convincing salesman.

THE flowers that bloom in the spring are frequently the result of some one's eye alighting on a seedman's ad.

USUALLY where a cut is used very little reading is needed. Too much reading often spoils the intended effect.

YOUR advertising is worth not only your serious attention but that of the best advertising intellect you can find.

A SEEDSMAN, to advertise successfully, must study the art and business of advertising, and the surest means to obtain such knowledge is by reading **PRINTERS' INK**.

SOME New York newspapers have a standing offer to put in a supply of any new type that now appears for the benefit of any regular customer who may desire to use that particular type permanently. Sometimes the papers will loan him the use of "the block" of his ad in this type to use in other papers. That's the kind of generosity that pays.

THE intricate and obscure in advertising is always to be avoided. People haven't time nor patience to study out your meaning. This applies to type and cuts as well as words and ideas.

THE man who makes two blades of grass grow where only one grew before is no greater benefactor to the public than the man who, by advertising, induces a farmer to use a superior grade of seed to the one he has been using.

It's the experience of all merchants that customers expect and want the clerks behind the counters to talk about the goods on sale. These same people like to be talked to about your goods when they are at home reading the paper. Thus nothing interests them more than the news from the stores.

If any street railway manager, after examining the finely illustrated, well printed and cleverly written catalogue of the Crawford Manufacturing Co., of Pittsburgh, Pa., is not convinced that the car fender the concern sells is a desirable thing for a street car to wear, he must be a pretty hard person to convince.

IN advertising flower seeds it is necessary to appeal to a slightly different class than in advertising vegetable seeds. It may, therefore, be advisable to use a somewhat different class of mediums in the case of flower seeds; mediums should be selected which include among their readers women and children.

ALTHOUGH the post-office rules, governing the transportation of second-class matter, exclude any paper that does not contain a printed statement of the number of its issue, the *Kentucky Leader*, of Lexington, Ky., which never gives information of that character, reaches the offices of New York advertisers just as regularly as any other journal.

EVERY seedsmen should subscribe to **PRINTERS' INK**, "The Little Schoolmaster in the Art of Advertising." By studying the copy he receives each week he will secure many hints in regard to the preparation of his advertising matter, selection of his mediums, the placing of his business and various other matters he should thoroughly understand in order to secure the best returns.

THE mediums which should be employed in advertising seeds necessarily depend, to some extent, on the kind of seeds to be advertised. Flowers, vegetables, etc., which can be profitably cultivated in one section or locality will not always pay in other sections or localities, and, hence, seeds which may be profitably advertised in mediums circulating in one section cannot always be advertised in mediums circulating in other sections.

THERE are two very excellent reasons why advertising ought to be an extremely important factor in enabling a seedsman to dispose of his goods. One of these reasons lies in the fact that, as fully three-fourths of the inhabitants of the United States are residents of the country, small towns and the suburban parts of big towns, seed advertisers have an extraordinarily large seed purchasing element to appeal to. The other reason is found in the ease with which orders for seeds can be filled. A seedsman advertising in papers circulating in remote sections of the country is not obliged to keep agents there to handle his goods; in fact, if he chooses, he can dispense with the services of middlemen altogether, as all orders for seeds can be filled by mail. Then there is a third reason why seedsmen should employ printers' ink in the fact that fashions exist in flowers as in dress and that, therefore, new kinds of seeds are sold every season. The only way to make the florists, whether amateur or professional, cognizant of these fashions and novelties is by utilizing the advertising columns of newspapers.

AS A climbing bean needs a pole so does the seedsman need PRINTERS' INK: to train him up in the way he should go—as an advertiser. There are bush beans that don't need any pole; there may be seedsmen that don't need any suggestion on advertising, but there are few who would not be benefited by the practical hints that are given every week by PRINTERS' Ink, "The Little Schoolmaster in the Art of Advertising." Seedsmen fill a heap of advertising space, and advertising is such a big item in their business that they ought to do it just as well as it can be done. There was never a single edition of PRINTERS' INK without some "pointer" that would help a seedsman to save a dollar

and to make one. Prosperous advertisers hold weekly "experience meetings" in PRINTERS' INK, and tell how successful advertising is done. This is worth a bushel of theories about how it *ought* to be done. The enterprise displayed by some seedsmen in the size of their advertising outlay indicates that they have the ability to turn progressive ideas to good account. Typographical display is a point where seedsmen have been behind the times. They are not exactly "early bloomers" in this respect, but there are evidences of their renaissance in the current magazines; and no doubt they will prove hardy plants when fairly open. Seedsmen do a peculiar retail business which usually seems to require many items in a single ad, but a necessity of much matter in little space is all the more reason for arranging it neatly, compactly and attractively. A few seed advertisements are fair specimens of typography. These indicate that some seedsmen subscribe to PRINTERS' INK. All the others ought to.

#### IN GOOD FAITH.

The publishers of the American Newspaper Directory are prepared to pay a reward of \$100 to the first person who will prove that any issue of either of the Indiana papers, named below, was smaller than the number set opposite the name, *on any single day* between February, 1894, and February, 1895:

		Daily.	W'k'ly.
Fort Wayne....	Gazette.....	2,000	3,000
Evansville.....	Tribune.....	7,500	8,000
Shelbyville....	Democrat...	2,600	3,500
Crawfordsville.	Argus-News.	1,200	1,400
Indianapolis....	Sentinel.....	20,000	31,000
Madison.....	Democrat....	800	1,200

#### THAT FAKE POST-OFFICE ORDER.

Office of  
"THE MISSISSIPPI VALLEY LUMBERMAN," }  
MINNEAPOLIS, Minn., Feb. 15, 1895. }

Editor of PRINTERS' INK:

Did you get the big "Annual Lumberman" which I sent you? C. E. BENNETT.  
408 East 33d street, Minneapolis, Minn.

Those who have become familiar with the post-office order, promulgated to fit the case of Printers' Ink Year Book issue for November 28th and withdrawn (by telegraph) when it was found how much more closely it fitted the World Almanac and Christmas Puck, will regard with special interest the big Annual Statistical Number of

the *Mississippi Lumberman* for February 1st, mailed from Minneapolis, and referred to in Mr. Bennett's note.

This elephantine publication, weighing about two pounds, is made up of four heavy paper covers, eleven inches by fifteen before trimming, and contains one hundred and four pages of well constructed, live and interesting advertisements and thirty-six of reading matter, a good deal of which is of an advertising character, and none the worse for that, for every word is of interest, doubtless, to lumbermen. A homely proverb says: "Bare ground is not the worst of sleighing," and it is becoming better known daily that advertisements are by no means the worst reading matter. PRINTERS' INK asserted when the Department order was withdrawn (more suddenly than it was issued) that its revivification would never occur. The mailing of this gigantic issue of a weekly, ordinarily of modest proportions, is proof that the assertion of "The Little Schoolmaster" in this, as in all cases, was based on knowledge.

The executive committee of the American Newspaper Publishers' Association, which held its annual convention at the Hotel Brunswick, New York, February 20th, 21st and 22d, requested the Post-Office Department to be represented at the convention by some one able to explain what the Department means by "second-class matter." The invitation was not accepted. The assembled publishers were curtly referred to the last annual report of the postmaster-general. If anything can be found in that document that will even tend to explain a single one of the vagaries of departmental usage the man who has discovered it remains himself undiscovered.

#### "PURE CUSSEDNESS!"

An experienced lawyer, who is familiar with post-office law, was recently asked how he would explain the recent action of the Department in issuing an order excluding publications similar to the issue of PRINTERS' INK for November 28th, and then countermanding, by telegraph, its application to any other periodical. His terse answer expressed in two words contained all that any one has been able to say in explanation.

◆◆◆  
In business open wide your eyes,  
Get new ideas and advertise.

#### A SOVEREIGN CURE.

PRINTERS' INK is the appropriate title of an exceedingly clever and neat little magazine published weekly at No. 10 Spruce street, New York, at the price of \$2 per year. Its purpose is to describe and exploit the peculiar stimulative and tonic virtues of that great panacea for the prevention of business apathy and financial anemia, known as "printers' ink" (OL. lini coct. inspiss., Cong. i; Carbonis resinae subtiliss., lb iv;—Ft. ung.), when applied in the form of advertising in journals of the right kind and size of circulation. It is partly the most efficacious manner of exhibition of this medication, as regards the adaptation of the rhetorical and typographical style of the "ad" to the particular case under treatment—partly the choice of the most serviceable media for its administration (the most suitable journals for the business to be benefited)—that PRINTERS' INK in its every number instructively and entertainingly discusses and illustrates for the good of its "patients."

The "practice" of PRINTERS' INK is a more extensive one than that of any other practitioner in its line—its patients, or subscribers, numbering fully twenty thousand.—*Merck's Market Report (A Pharmaceutical Journal)*, Feb. '95.

#### IN THE RIGHT DIRECTION.

Guessing contests and "missing word" contests have spread from the metropolitan into the country press, raged furiously, and met a natural death; coupon schemes and subscription premiums are familiar in every crossroads; but the idea of offering a prize for art in advertising is sufficiently novel, among country publications at any rate, to make a contest of this nature just inaugurated by the Lockport daily *Union* seem worthy of the notice of the many readers of PRINTERS' INK. The plan, as published by the *Union*, is in its essential features briefly as follows: Every reader of that paper is invited to read the advertisements that appear in its columns for the next thirty days, ending March 16, and at the end of that time to submit, in writing, his or her judgment as to which advertisement is the best. The points to be considered in making these criticisms are the advertisement's power to attract attention,

its originality, the merits of its style, construction or display, its probable value to the advertiser, its appropriateness to the thing or business advertised, its clearness and convincing power. One advertisement is to be selected as being, in the critic's opinion, the best in the paper, and he is to give, in writing, his reasons for so considering it, the criticism not to exceed 100 words in length. He is not to compare it with other advertisements in the paper, or to criticise other advertisements. Dr. Edward Hayward, of the Lockport Union School, is to read and consider all the criticisms so submitted, and for the best criticism a prize of \$5.00 in cash is to be paid, and the criticism published in the *Union*, with or without the author's name, as he may elect.

It will be noticed that this prize does not necessarily determine the best advertisement, the prize being for the best criticism, which might not apply to the advertisement deemed by the majority of critics to be the best. The publishers, therefore, offer another prize; they will give five inches of advertising space for ten days to that advertiser whose advertisement is selected as being the best by the largest number of critics.

The object, of course, is to direct general attention to the advertising columns primarily, and secondarily to stimulate an increased interest by advertisers in the composition and make-up of their advertising space.



A SUNDAY EDITION.

## RELATIVE VALUE OF COUNTRY AND CITY ADVERTISING.

*By Joseph Banister.*

It would be interesting to know what proportion of the money annually expended in advertising in the United States is invested with a view of influencing the rural purchaser. Although three-fourths of the inhabitants of the country reside in the small towns and rural districts, it would scarcely surprise any one to be informed that three-fourths of the money spent for advertising purposes is designed to influence the inhabitants of the cities rather than the country folks. No one can doubt that the majority of the daily papers have the bulk of their circulation outside the human bee-hives in which they are located, and, hence, a considerable proportion of the money expended in their columns may be included among that employed in influencing the country people. Nevertheless, a very large number of journals, especially those issued in the evening, have but a limited number of readers residing more than a few miles from their publication office.

A very considerable portion of the advertising expenditure in the United States is invested in other than newspaper mediums. Some of it is paid for posters, some of it is invested in signs, while a good deal is expended in albums, hotel registers, theater programmes, etc. These methods of securing publicity are almost entirely intended to influence the city dweller, it being impossible to reach any great number of the country people by such means.

Now, even taking into account the extreme poverty which prevails among certain elements of large cities, it is not to be denied that the average town resident has more money than the inhabitant of the rural regions. He has, therefore, the ability to spend more money, which is an excellent reason why a relatively large amount of cash should be employed in advertising to reach him. At the same time, it is possible that some of the money expended in that direction might be better applied for the benefit of the countryman. Who knows but that the great dailies which have such excellent reputations as advertising mediums owe it to their larger circulation in the country rather than to



the number of copies they sell in the city. The more valuable mediums in New York and other large cities are undoubtedly those with the greater proportion of out-of-town subscribers.

One of the most important factors in lessening the returns from investments in city advertising is the limit to the capacity of the brain for receiving impressions. The variety of articles advertised in a city is so great that it would be impossible for one to remember and be influenced by a tenth of the ads which come before the gaze. Advertisements confront a man everywhere he goes. When riding to his office in the cars he can scarcely shift his eyes without their alighting on the advertisement of some one's pills or somebody's baking powder. When walking home from business advertising matter is thrust into his hand and sometimes into his pocket. If he glances into a store window advertising greets his eyes. The walls, the hoardings, and even many of the people bear advertising of some character. If, in the evening, he attends the theater, he finds that nine-tenths of the matter in the programme consists of advertisements. Then it should not be forgotten that the city man subscribes to and reads many more papers and periodicals than his rural cousin, which, in itself, vastly adds to the number of advertisements presented to his gaze.

Now, it is impossible for any considerable proportion of these newspaper, poster, sign and other ads to ever become fixed on a man's brain in such a way as to cause him to purchase the articles advertised. If the ads were limited to a certain number of articles, the mind could easily absorb the whole. As it is, however, the vast and varied mass results in the brain becoming calloused. Some articles more extensively and skillfully advertised than others are, of course, remembered, but the bulk of the ads which greet the city man's eyes he can have only a dim consciousness of ever having seen. Even if he were capable of remembering all the ads which confront him, the possibility of becoming a bankrupt would be sufficient to prevent him from purchasing any considerable proportion of the articles advertised.

It is quite different in the case of the country people. Almost all the advertisements that appear before their

eyes are confined to the columns of the few papers they read. Being limited in number these ads are easily remembered. For this reason, the countryman, instead of being dimly conscious of having observed advertisements of a thousand and one articles, has a distinct recollection of the limited number of advertisements which are printed in the one or two papers he reads. These ads cannot fail to influence him, and, hence, the parties who paid for their insertion are likely to receive good returns from their investments.

### SCIENTIFIC PUBLICATIONS.

Among the more than sixty scientific publications enumerated in the American Newspaper Directory for 1894 less than a dozen were in existence twenty years ago. The oldest of these is probably the *American Journal of Science*, established in 1818; the one most generally known, the *Scientific American*. The general character of the latter is so familiar to the reading public that a description seems superfluous.

*Science* is a 28-page weekly devoted to all branches of science. Its editors and contributors have a high reputation in their respective fields, and its style attracts thoughtful and scholarly readers. "Advertisements of scientific publications, scientific apparatus and educational institutions are desired as part of the work of the journal. Only such advertisements are admitted as are of interest to men of science."

*Nature*, also weekly, presents a more cosmopolitan aspect. In addition to general articles it records new discoveries and theories from all parts of the world, especially the United States and England. Much attention is given to current scientific literature. Its pages are liberally patronized by British advertisers.

Among the monthlies designed for popular reading the *Popular Science Monthly* ranks high. It has fortunately attained the "golden mean" by furnishing material entertaining to the general reader and at the same time instructive to the scientist; two hundred and twenty-eight pages.

The *Phrenological Journal and Science of Health* is well known for its hygienic principles, and especially for the doctrines promulgated by the famous phrenologists, Fowler & Wells.



The *American Naturalist*, Philadelphia, is a 90-page monthly "devoted to the natural sciences in their widest sense." Its department editors rank among the highest in their respective fields, and those desiring to become specialists find its pages helpful.

*Popular Science News* and *Boston Journal of Chemistry*, as its name indicates, appeals to the general reader rather than to those versed in technical science. *Bubier's Popular Electrician* claims the honor of being the only popular electrical magazine published for the public at large and for amateurs. It contains much interesting and practical information on the subject. The *Scientific Machinist*, a sixteen-page 11x15 semi-monthly, deals in a practical manner with questions pertaining to electrical and mechanical science.

There are a number of strictly technical periodicals, of limited circulation, it is true, yet important in some instances to the advertiser from the fact that they are sure to reach those best versed in the subject treated. Among these are the *Botanical Gazette*, Madison, Wis., and *Terry Club Bulletin*, New York, both mediums of communication between the leading botanists regarding new discoveries and theories of the science. The *American Geologist* occupies a similar position in geology, recording from month to month the latest work in the United States, Canada and Mexico. It is published at Minneapolis, Minn. The *American Antiquarian and Oriental Journal*, Chicago, Ill., is devoted to archaeology and ethnology. The *Microscope*, Washington, D. C., deals strictly with elementary microscopy. *American Monthly Microscopical Journal*, published by the same firm, enters into the mysteries of medical microscopy, bacteriology, diatoms, etc.

The *New Science Review*, Philadelphia, is a new quarterly record of modern thought and discovery that already ranks among the few great reviews.

BESSIE L. PUTNAM.

## CRITICISING THE CRITIC.

It has become quite a fad to sneer at the advertisement writers individually and as a class. The fact that the most of these adverse criticisms come from insignificant sources, and the additional fact that almost all successful advertisers employ advertisement writers, either in their own establishments, or occasionally, as they may need outside assistance, proves rather conclusively that the profession is not a useless one, and that the majority of its members possess the ability to substantiate most of the claims that they make for themselves. There are, to be sure, a number of men in the business who ought not to be in it, and who are fitted for it neither by natural ability, education or experience. The same may be said of any business or profession.

One of the most frequently repeated criticisms on advertisement writers is that they are egotistical. It is an essentially egotistical business. If a man were not an egotist, he would not be in it at all, or if he were, he would not make a success of it. One of the first, and most important elements in the make-up of a successful man, is the belief that he can do something better than anybody else can do it. If a man does not believe in himself, and his ability, he had better not be in business at all. If he doesn't believe in himself, he cannot expect to inspire belief in others.

All advertising is egotistical. Every advertiser says in his ads that he can serve his readers better in some particular line than any of his competitors can. If he does not believe this, he had better go out of business entirely. If it were not for egotism in the world, there would be no progress in any line.

The ads of some advertisement writers are certainly couched in most extravagant terms. It may be doubted if this is wise advertising, either for a writer or for a business man. But on the other hand, if a man feels sure that he can perform a certain service, why should he not say so? There is no use advertising in a half-hearted way.

The advertisement writer has less chance to veil his egotism than has any other business man. A dry goods merchant can advertise the fact that his goods are better than anybody else's, and sell at a lower price without giving any offense; and yet this

A MERCHANT who came from Peru  
Thought that all trade incentives he nu;  
It was one of his fads  
That he needed no ads—  
But he soon held a different vu!

In the whirl of merchant life,  
Everywhere is met a rival;  
And throughout the friendly strife  
We will find that "the survival  
Of the fittest" means that those  
Advertising vanquish foes.

statement implies that he is very much shrewder—a smarter and more careful man, a more experienced buyer and a better manager than any of his competitors. The merchant may praise his goods, because that is what he has to sell. The advertisement writer has nothing to advertise but himself and the superior brand of brains which he owns. If he does not tell people what he has for sale, how are they going to find it out? There is not one case in fifty where the employment of an advertisement writer is not of distinct benefit to the advertiser. It may be that the writer is not as smart as he thinks he is; it may be that he is not so very smart at all, but he is a specialist, and he will do better advertising work for the advertiser than the advertiser can do for himself, just the same as a carpenter will do better carpenter work. He is used to handling the tools of his trade, knows where to find them, and which one to use. He is accustomed to studying businesses for the purpose of advertising them.

Every day he is picking out the strong points and the weak points in different businesses. He learns many things from his clients. In conversation or in correspondence with them he becomes familiar with many methods, he finds out that certain ideas and plans in advertising have been successful, and that certain other plans and ideas have been unsuccessful. He is a repository for the ideas of a hundred business men.

He gains something in knowledge from every client. Every new client he secures makes him so much better able to serve the next one. It is not alone his own smartness which makes him valuable, it is the combined advertising wisdom of all of his clients. His brain is like a sieve, through which all sorts of ideas are sifted. The good ones are retained, and the little, inconsequential ones fall through the meshes and are discarded.

A good advertisement writer is more valuable for his advice than he is for the mere writing which he does. A specialist of this kind who is thoughtful, earnest and honest, and who applies all of the common sense and all of the knowledge he has gained by observation and experience to the needs of his client, will be able to keep him from making many unprofitable investments. It is often worth more money to know what not to do

than it is to know what to do. In the course of a year, an advertisement writer has opportunities to utter countless profitable "don'ts." His client comes to him, perhaps, with a scheme which he knows to have been a failure under similar circumstances. It is worth money to the advertiser to know this, and to know the details. If a similar scheme has been successful, the writer knows that also.

Extravagant statements of ability are more likely to be made by comparatively young and inexperienced writers than by those who have spent considerable time in the business. However, the casual observer, who knows little or nothing about such things—and he is the very man who is most likely to find fault and criticise—may be very greatly mistaken when he picks out some statement in a writer's ad which he thinks exaggerated.

—♦♦♦—  
This war on proprietary medicines is utterly senseless and inexcusable. There are hundreds of such medicines that are skillfully and conscientiously compounded, and have been proved in thousands of cases to be very useful in domestic treatment of disease. We must come to this conclusion in precisely the same way that we come to the conclusion that a man is a skillful physician—by what they accomplish, and by the testimony of those who have used them. The reputation of a patent medicine is sustained by exactly the same evidence that supports a skillful physician's reputation; and it would be difficult to find a single physician in any community who can furnish as many genuine testimonials to his success as a healer, as twenty patent medicines that could be mentioned off-hand.—*Minneapolis Times*.



A GOOD DISPLAY.

## A COMMON TALE.

Two boys were born in the selfsame town,  
On the very same bright day,  
They both grew up as business men,  
Each choosing a different way.

One of them hung some goods outside,  
But never used an ad;  
He said the people would find his store,  
If they wanted the goods he had.

He had some trade, but not enough  
To feel the need of a clerk,  
And thus he saved a tidy sum,  
By doing his own work.

The other published well-made ads,  
And gave them good display,  
Described his goods, with price attached,  
In the papers every day.

Ere long the one gave up his place  
And took a smaller room;  
The other built a splendid block  
Because of a business boom.

At last the one "went to the wall"—  
It is a common tale—  
And the other bought his goods and made  
A "Special Bankrupt Sale."

This story I need not prolong—  
The end is not surprising—  
It shows that business, nowadays,  
Depends on advertising.

—MILLER PURVIS.

## WOMEN ATTRACTIVE EVEN IN ADS.

Said Milton:

Oh, why did God,  
Creator wise, that peopled heaven  
With spirits masculine, create at last  
This fair defect of nature?

meaning women.

Milton would have left this unsaid had he lived in these days of "new" and "emancipated" women, and where woman is so much to the fore.

Perhaps nowhere are members of the gentle sex so much *en evidence* as in print, and especially is the use of their sayings and the portrayal of their lineaments deemed essential in advertisements.

Take, for instance, the advertising in two particular current magazines. In reading the ads—to which I always turn on first opening a periodical—I counted in one *167* in which cuts were used, of which thirty-three contained depictions of female forms and faces, against sixteen pictures of men. I might say, parenthetically, that this particular periodical deems the female form divine of great importance in the designs used each month on the cover page.

In another magazine I find only ninety-nine illustrated ads; in them are pictured twenty-five women and only seven men.

As may be seen by these figures, which are a fair criterion, for the magazines are "popular" and used by the largest advertisers, the percentage is slightly over and above 50-100 in favor of the ladies, who have thus another cause for self-glorification in the fact that they, or at least their counterfeited presentments, are indispensable to even the prosaic business man and the ad designer.

C. W. DARLING.

A MAN with a very bad cough  
At medicine ads used to scough,  
Pain he'd sooner endure  
Than an advertised cure—  
So his cold, of course, carried him ough!

## INK DROPS.

If you don't advertise your goods nobody else will.

It is not always the largest ad that brings the largest trade.

ONE inch of space well used is worth one column poorly used.

THE big advertisers who kept up their advertising through the hard times all made money.

BETTER be well advertised and understocked than under-advertised and overstocked.

MOST of the New York newspapers charge double for running cuts, but nothing for making the cuts.

THE amiable, affable, candid fellow sells more goods than the other fellows do. So of good-natured, straightforward ads.

WHAT you say about your goods to the man that comes into your store, if said in the local newspaper, will make more men come in to buy.

UNTIL you climb the business hill you cannot go coasting merrily down the other side. Nothing helps the climbing like good, strong advertising.

IN the mind of the reader there is an association of impressions between an attractive ad and attractive goods. He assumes one from the other.

YOUR store is known by the ads you print. Be careful to make them as attractive as your show windows, and as full of honest merit as the goods you sell.

PUBLISHERS who have learned the ropes in securing the advertising of Sapolio will know how to go about it to get a slice of Swift's business.—*Ink Fiend, Chicago.*

AN attractive and effective border will frequently cause an otherwise small and inconspicuous ad to loom out in a crowded page like a locomotive head-light on a dark night.

"WOMEN read the ads with more interest than the news," it has been said. Why not? What's more interesting to the buying head of the family than news from the selling world?

ADVERTISING costs money, and so do railroad fares. But, as it is cheaper to ride a thousand miles than to walk that distance, so also it is cheaper to advertise than to circularize.

ALMOST as much attention is often paid to correcting the proofs of an ad as to writing it in the first place. The selection of type is nearly as important as the selection of ideas and words.

THE *Troy Budget*, one of the oldest papers in the State of New York, completed its ninety-seventh year with its issue of Feb. 10. It continues to be hale, hearty and prosperous.

"CATALOGUE advertising," by which is meant running pictures and descriptions in large space in daily newspapers, has "come to stay," because it sells goods, all arguments to the contrary.

THERE are three requisites for writing successful advertisements: You must know the article you want to advertise. You must know the constituency you want to reach. You must know how to express what you know.

To the man who wishes to advertise art and literature now offer their most potent co-operation. The man with an onion peeler can present it to the waiting public as daintily as a bouquet of violets.

MANY a good advertiser would lapse into unadvertised desuetude if the affable advertising solicitor did not come around just so often and revive his ebbing inspiration—much to the benefit of the advertiser.

THE wisest and most extensive advertisers, both in the local and general field, are always anxious for new ideas. Very few of them consider their own ideas exclusively equal to all the demands of successful advertising.

THE theatrical men have probably tried the various ways of attaining publicity as thoroughly as any one, and the fact that the poster is being top-shelved by the newspaper is another proof of newspaper superiority for advertising purposes.

MANY a prosperous advertiser has been evolved out of a non-advertiser by the patient work of the shrewd and persevering solicitor, who not only knew enough to get an advertiser started, but how to make his advertising pay after it was started.

THE largest and most prosperous advertisers in the country are constantly in the market for new ads and new advertising ideas, which is the best argument in the world for smaller advertisers to encourage the ad writer and ad suggester.

EVERY time you accept a questionable ad it lowers the tone and character of your paper. Eschew lost manhood, pennyroyal pill, and other business that is not fit for the eyes of every member of every family in which your paper circulates.—*Neb. Editor.*

WHATEVER the ideas of the advertiser, no matter how peculiar, intricate or eccentric, he will find that a well-trained advertisement writer can usually express them better than the advertiser himself can, adding point and polish without abating the real "business sense."

THE *New York Morning Journal* is making a bid for want ads, offering to print situations wanted free, together with a picture of the wantor, of which it will make a cut and insert free of charge on receipt of photo. To advertise this offer it is using large posters on the elevated stations.

COMPARE the editorial and news matter of a newspaper with its advertising matter, and the latter will frequently be found more witty, more sensible, more correct, in a literary sense, and more nearly true in tone and fact. That's because in the ads the best literary talent obtainable (usually) is talking its best about the best goods the markets of the world afford. Each ad is the product of expert ability working under most favorable conditions.

"If a fellow attacked my opinions in print, would I reply? Not I," said Oliver Wendell Holmes. "Do you think I don't understand what my friend, the Professor, long ago called the hydrostatic paradox of controversy? Don't know what that means? Well, I will tell you. You know that if you had a bent tube, one arm of which was of the size of a pipestem, and the other big enough to hold the ocean, water would stand at the same height in one as in the other. Controversy equalizes fools and wise men in the same way, and the fools know it."—*The Outlook.*

"A MAN finds out many things when he attains a prominent place," remarked Recorder Goff yesterday. "No sooner had I become somewhat known by reason of the Lexow committee work than I was besieged by all sorts of persons for letters of commendation on every imaginable article from mineral water to a baby carriage. At night, when I reached home, I would find goods delivered there for me to sample, and the mails brought smaller articles and many letters. When they found I would not recommend anything they tried to get me to write merely a letter of acknowledgment of receipt of the goods."—*N. Y. World.*

THE English are more than rivaling us in the novelty of their advertisements. A new idea of a London clothing dealer of calling attention to his goods is to have a window furnished as a fashionable club, where are seen seated, standing or lounging six or eight young men of good appearance, all dressed in the very height of fashion, one or two in evening dress, another in a touring suit, while the others ring the changes on morning and lounging suits. Another window is fitted up as a drawing-room, in which four young women sit, each attired in well-fitting tailor-made dresses. Twice a day a neat maid, in black serge dress, with apron and cap, serves the party with tea, of which they partake, nothing daunted by the gaze of hundreds who are looking in at the window.—*San Francisco Argonaut.*

"How do you trace your results in magazine advertising?" a PRINTERS' INK reporter asked Albert Johnstone, of J. G. Johnstone & Co., Union Square, New York. "We note what magazines are mentioned in our mail orders, and give each one credit. Of course, a certain proportion of our replies contain no mention of the publication in which the writer read the ad, but that does not effect our method, because we figure that the proportion of replies mentioning one magazine to the number of replies that mention no magazine holds as good for one magazine as another, and thus base our valuation of the various mediums we use solely on the number of replies we receive in which each magazine is mentioned. And we do not keep this test up throughout the year. We keep a record of our replies only during November and December, when our mail order business is at its best."



AN ADD EXPERT.

THE WICKED SUBSTITUTORS.

Great and increasing attention is being directed at present to the practice persisted in by a few unworthy members of the trade of substituting inferior imitations of proprietary compounds for the original articles. It is charged by some manufacturers that the prescriptions of physicians are frequently tampered with by unscrupulous pharmacists who lend themselves to this reprehensible practice.—*American Druggist*.

IN BROOKLYN.

TAKE NOTICE, that I, Albert S. Adams, am carrying on business as successor of Adams Bros., under the firm name of Adams Bros. No. 1, at No. 71 Fifth Ave., Brooklyn.

TAKE NOTICE, that I, James G. Adams, am carrying on business as successor of Adams Bros., under the firm name of Adams Bros. No. 2, at No. 395 Fifth Ave., Brooklyn.

—*Brooklyn Citizen*.

WILL HE SKIN THE FARMERS?

**Man Wanted** TO BUY UP Farmers' HIDES.  
Address M. O. KUNTZ, Leighton, Penn.

—*The People, Milton, Pa.*

Now that the theatrical people have shown a tendency to abandon poster advertising and concentrate on newspapers, the newspapers are beginning to adopt the poster idea. The New York *Sun* has a beautiful design, something after the Beardsley style of art, on all the New York elevated stations. It's a work of art.

It is only a short while before the New York papers will issue Sunday afternoon editions. On Sunday, Feb. 10, three New York papers issued Sunday evening editions. Since the first of the year the New York *World* has issued a Sunday afternoon paper regularly. The other large cities will soon follow the example set by the metropolis.—*American Newsman, Feb. 13.*

THE fad for farming out a newspaper to be edited for one consecutive issue by society ladies has reached Milwaukee. We are told that the first thing a society lady does when she becomes editor *pro tem.* of a newspaper is to have a lot of "professional" cards engraved for circulation among her envious feminine acquaintances; the next thing she does is to pester professional writers for gratuitous contributions to "our paper."—*Chicago Record*.



GEORGE WASHINGTON, so history says,  
Refrained from telling lies—  
He owned no patent medicine,  
And did not advertise!

DID IT EVER OCCUR TO YOU?

Did it ever occur to you, my boy,  
As you've passed thro' this world of strife,  
That the men who the greatest wealth enjoy  
And the sunniest sort of life,  
Are men who have brains and enterprise,  
And the courage to dare and do,  
Whose motto is always to advertise—  
Did it ever occur to you?

Did it ever occur to you that Hood,  
And Beecham and such as they,  
Were people who thoroughly understood  
How to make their business pay?  
Did you ever about their fortunes think,  
Did you ever believe they knew  
The magical power of printers' ink—  
Did it ever occur to you?

Did it ever occur to you, at times,  
That "luck" was another name  
For the skill that draws in dollars and dimes,  
Creating a business fame?  
It's the men who hustle, and strive, and think  
To whom profits great accrue,  
And their greatest helper is printers' ink—  
Did it ever occur to you?

If you travel the country all through,  
You will find those who best business dough  
Advertise every season  
And that is the reason  
Why they seem so successful to yough!

THERE are folks who're pretending to doubt  
The wisdom of putting ads out,  
Yet it must be confessed  
That such course is the best,  
For we can't make much profit without!

THE wife of a Kentucky colonel  
Wanted help for house duties diolonel,  
And they say that she got  
Of good girls quite a lot  
By an ad in a small local jolonel!



ROMAN TYPE.

## PROBABLY TRUE.

It may, p'rhaps, be thought surprising that the art of advertising  
 Has good influence arising from its practice day by day,  
 Influence on moral training, spirits freeing or restraining  
 On one's chances of obtaining heaven in a quiet way.

Think not this a rash assertion; with extremely small exertion  
 We can prove to your diversion that the statement is quite true,  
 That the well-known advertiser is not only better, wiser  
 Than the public-dreading miser, but that heaven is his due.

He who advertises greatly, building up a business stately—  
 As we've seen a few do lately—brings in money to his store,  
 Money which makes life worth living, robs him of his worst misgiving,  
 Aids him to do good by giving charitably from his door.

Riches bring good temper surely, then contentment comes securely;  
 Generosity is purely one bright attribute of wealth;  
 So the rich man, if he pleases, poverty each day appeases,  
 And the sufferer often eases, sickness turning into health.

But the man non-enterprising, who despises advertising,  
 Is no profits realizing from his business day by day;  
 Alms he therefore has not given; charity is not the heaven  
 In his deeds deserving heaven, so—he goes the other way!

JOHN BRENNAN.

## BOOK-STORE WINDOW DRESSING.

There is no reason why the windows of book and stationery stores should not look as inviting now as at any time during the year. A visit to the book-seller and stationer's shop window in any of the large cities shows most of them are awake to the opportunity afforded by the window display. Jordan, Marsh & Co., the large dry goods store in Boston, have one window devoted to books only. Every dealer in Boston should look at it, thereby achieving an object lesson in the art of window dressing.—*American Newsman*.

## THE SHREWD ADVERTISER.

The New York *Herald* declares that "the shrewd advertiser will readily note the value of an advertisement in the *Herald's* business personal columns." This is the announcement of one shrewd advertiser in these columns!

**A**MPHION Theater, Friday evening—Will young lady in parquet circle, near right aisle, communicate with STUDENT, Box 37, Herald Agency, 3 Court St., Brooklyn.

SEVERAL New York newspapers gladly place the facilities of their art departments gratuitously at the disposal of advertisers, getting out cuts to the advertiser's order, carrying out any idea he may have in mind and charging him nothing, except the space his ads occupy.

## PRESSURE RECOMMENDED.

PHILADELPHIA, Feb. 30, 1895.

## Editor of PRINTERS' INK:

Commenting upon action of the Post-Office Department in refusing to allow honest publishers an opportunity of proving their circulation, I have a remedy to suggest: The publishers who are anxious to prove their circulation are, as a rule, those having a large bona fide list. Now let all publishers who really wish to prove their circulation adopt this plan for a few months, though it may, and undoubtedly will, seriously inconvenience all, but will ultimately bring the Department to look upon the matter with some show of reason: instead of mailing daily, as is now our custom, allow papers to accumulate until the entire issue is ready to mail and deposit the whole edition at one time, thus compelling the authorities to give one receipt. The pressure thus brought to bear would necessitate immediate consideration and action on the part of the Department. I think about one "dumping" of these lots will open the eyes of the "powers that be" in such a manner that hereafter no honest publisher will be compelled to wonder why the Government will throw every obstacle in the way of honest publishers proving their circulation, and allow dishonest and fake publishers to claim any circulation they see fit—thus swindling the advertisers; while the Government holds, sacredly guarded and obscured from the public gaze, proof of the swindle, while they could convict the swindler by the evidence always at their disposal.

Yours truly, EDWIN B. LODG.

## THE BIG SIX.

OMAHA, Neb., Feb. 11, 1895.

## Editor of PRINTERS' INK:

I herewith give my idea of the Big Six papers for advertising in the United States and their geographical position:

- East (1) New York *World*.
- " (2) Louisville *Courier-Journal*.
- West (3) St. Louis *Globe-Democrat*.
- North (4) Minneapolis *Tribune*.
- South (5) New Orleans *Picayune*.
- " (6) Atlanta *Constitution*.

ASHER ANSPACHER.

ATLANTA, Ga., Feb. 17, 1895.

## Editor of PRINTERS' INK:

In response to your invitation to express an opinion regarding the best six advertising daily newspapers in the United States, I submit the following for your approval:

- Herald* ..... New York.
- News-Record* ..... Chicago.
- Pioneer-Press* ..... St. Paul.
- Enquirer* ..... Cincinnati.
- Times-Democrat* ..... New Orleans.
- Chronicle* ..... San Francisco.

JOHN WISE.

ALEXANDRIA, Mo., Feb. 18, 1895.

## Editor of PRINTERS' INK:

Were I seeking a field of six newspapers in which to plant an advertisement, I should select the following: For the Pacific slope, the San Francisco *Chronicle*; for the Missouri river valley, the Omaha *Bea*; for the region of the Mississippi river, the St. Louis *Globe-Democrat* and the Chicago *Tribune*; for the valley of the Ohio, the Cincinnati *Commercial-Gazette*; and then I would finish up on the New York *Herald*. I believe that the list cannot be excelled. Yours,

JASPER BLINES.

ATLANTA, Ga., Feb. 18, 1895.

Editor of PRINTERS' INK:

Replying to the invitation extended to readers to name the best six dailies in the United States, when considered for advertisers, I beg to offer the following: Boston *Herald*, Atlanta *Constitution*, St. Louis *Globe-Democrat*, New York *World*, Denver *Times* and San Francisco *Call*.

JOHN CALLOWAY.

"DAILY PROGRESS."

PETERSBURG, Va., Feb. 19, 1895.

Editor of PRINTERS' INK:

The New York *World*, Philadelphia *Record*, Philadelphia *Item*, Atlanta *Constitution*, New Orleans *Picayune* and San Francisco *Chronicle* are the best six papers in the United States for the general advertiser.

C. PERCY RAINEY, City Editor.

CHARLOTTE, N. C., Feb. 19, 1895.

Editor of PRINTERS' INK:

If you will pardon me I will name the following as the "big six," presuming their space sells in proportion to circulation: Boston *Herald*, leading paper at the seat of culture; New York *Sun*, ideal paper, carries influence; Philadelphia *Record*, strong and outspoken, has prestige; Washington *Star*, goes to all the homes, and therefore is respected; St. Louis *Republic*, can prove its worth with the figures; Charlotte (N. C.) *Observer* (patriotic selection), stands head and shoulders above any paper in a radius of 300 miles, and that the most prosperous section of the country. Very truly,

T. T. GILMER.

UTICA, N. Y., Feb. 20, 1895.

Editor of PRINTERS' INK:

I consider the following the best six: Boston *Herald*, New York *Press*, Philadelphia *Times*, Chicago *News-Record*, St. Louis *Globe-Democrat*, San Francisco *Examiner*, because they cover the ground.

RODNEY W. JONES.

# THE ALLEGED ASTOR CONTRACT.

"THE FLORIST'S EXCHANGE." }  
NEW YORK, Feb. 20, 1895.

Editor of PRINTERS' INK:

On page 13, issue of Feb. 13, you print an article entitled "Straw Hat Fleischman." We heartily indorse your policy in endeavoring to let your readers know the methods practiced by successful advertisers, but we do not think it any part of your intentions to give countenance to statements which are founded on imagination only, and tend to do harm, and would ask you to be kind enough to look up the New York *Tribune* of Feb. 10 and the New York *Sun* of Feb. 5 and 6, which papers throw a great light on some of Mr. Fleischman's methods of working up advertising.

We think on behalf of truth and justice to the trade that as much publicity should be given to an exposure of the untruthfulness of Fleischman's story (the Astor contract) as has been given to the very pretty narrative with which he succeeded in filling your reporter—that is, such portions of it as are proved by the publishers above referred to to have no truth in them.

Yours very truly,

A. T. DE LA MARRE.

IN OKLAHOMA.

GUTHRIE, O. T., Feb. 15, 1895.

Editor of PRINTERS' INK:

I inclose two ads which I think will be curiosities to your readers. The smaller is an ad appearing in a negro paper called the Guthrie *Guide*, advertising the same for sale. The other is an ad of a general store in the language of the Cherokee tribe of Indians, the only tribe of Indians having a complete alphabet and written language of their own.

THE SMALLER.

## A NEWSPAPER PLANT FOR SALE.

A full ont fit 3 set of new type Enough to run a daily and weekly experience printers say that we have 5 cases of the finest job types that i on the market, it Republican in politic In a County, 800, to 1000, majority It has a circulation in 17 states this paper fell on us and must get off.

address G. N, Perkins Guthrie O T

THE LARGER.

**D S R W P A**

DEVELOP THESE DANCE, JUNE, JUNE, DANCE OF THE TROUBLE

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Yours truly, FRED L. WENNER.

## FREE ADVERTISING: AND GOOD!

"COHOCTON INDEX."

V. L. & M. R. Tripp, Props.

COHOCTON, N. Y., Feb. 20, 1895.

Editor of PRINTERS' INK:

We inclose clipping from Dansville *Breeze*, which will show that the people out in the country are doing all they can to keep up the demand for "Castoria."

A new boy calls for "Castoria" at Frank Blum's. Congratulations.

V. L. & M. R. TRIPP.

## Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

AD DRESSES to let direct from letters. Good!

J. H. GOODWIN, 1115 Broadway, N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

PLAIN, straightforward printing (like PRINTERS' INK, for instance)—that is the kind you want; that is the kind that pays; that is the kind I do. Address WM. JOHNSTON, Manager

Printers' Ink Press, 10 Spruce St., New York.



Printers' Ink for November  
28th, 1894.

## THE YEAR BOOK ..ISSUE..

Inasmuch as the Post-Office Department will not distribute the interdicted issue of **PRINTERS' INK** without prepayment of postage, 10 cents a copy, on each separate book, and inasmuch as, on this account, we have fully fifteen hundred copies on hand in excess of those intended for the ordinary demand, this is to make known to interested parties, everywhere, that we will receive and execute orders for this book at 10 cents each or \$10 a hundred, until the edition is exhausted, and will *prepay the postage or freight in every case.*

Address, with CASH,  
**PRINTERS' INK,**  
10 SPRUCE STREET, NEW YORK.

# Never Doubt

## ..Use..

# New England Magazine.

WARREN F. KELLOGG,  
PUBLISHER,  
BOSTON, MASS.

FRANK E. MORRISON,  
Special Agent,  
NEW YORK. CHICAGO.

AMERICAN 4 ft. Desk, \$16  
DESK 4½ ft. Desk, 18  
AND 5 ft. Desk, 20  
SEATING Send for  
COMPANY, Catalogue.

18-20 East Van Buren St., Chicago, Ill.

FOR \$10.00.

*Advertisement.*—A publisher wishing to insert a short statement of ten lines or less in *ten columns with and following the description of his paper*, in the American Newspaper Directory for 1895, may do so at the nominal price of ten dollars, which price will include a free copy of the Directory to be sent by express as soon as issued. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or full-face type can be used. Payments for statements of this sort will be expected by check or post-office order when proof is submitted. For payment accompanying the original order—\$10 for sixty words or less, and 10 cents extra for each word more than sixty—a discount of 10 per cent may be deducted. All statements of the sort indicated will be set in pearl type (of which this is a specimen), and will be preceded by the word "Advertisement." In this way it will be possible for a publisher, on his own responsibility, to convey any information that he deems important to place before advertisers and other users of the Directory, in addition to that given by the Directory itself. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1895 will also offer to publishers of newspapers, who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of having them inserted in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book sent free by express, as soon as issued. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. Such a picture may prove a valuable and attractive advertisement. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or in width, and in appearance is subject to the approval of the Editor of the Directory.

Those who take pains to examine issues of the Directory for previous years will find specimen pictures of newspaper establishments. When a newspaper owns an office it is well to let the fact be known; for the prosperous papers are those that advertisers are inclined to think most likely to bring satisfactory returns. Publishers desiring both the announcement and the picture, and but one copy of the Directory, will pay \$15 for the combined service, and 10 cents a word extra for each word more than sixty. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 10 Spruce St., New York.



**STEREOTYPING** need not  
deter you from purchasing a

## "New Model,"

for we can make ALL the plates and  
run the press as well.

## Campbell Printing Press & Mfg. Co.,

1 Madison Ave., N. Y.

334 Dearborn St., Chicago.



## CALIFORNIA

is the greatest fruit-growing State in the Union.

## SAN JOSE,

called the "Garden City," is in Santa Clara County, the garden spot of the State.

## THE SAN JOSE MERCURY

is the leading daily paper, and completely covers the County, which is larger than the State of Rhode Island.

## 2 FACTS

## for ADVERTISERS.

## THE VICKERY & HILL LIST

is receiving more Subscriptions and carrying more advertising, than in any previous year.

Hurry if you wish to catch any of the April Issues.

HOME OFFICE, AUGUSTA, ME.

Special Advertising Office,

517 TEMPLE COURT, N. Y. CITY.

C. E. ELLIS, Manager.

# R·I·P·A·N·S

## How It Happens That This Gentleman's Eyes Are Bright and His Step Is Elastic.

Mr. Myrick Plummer is a wholesale paper dealer at 45 Beekman Street, New York. His hair is snow white, and he is 59 years old; yet Mr. Plummer's step is elastic, his form erect and stately, and his eyes are clear and bright. There is a reason for this brightness of eye and elasticity of step, and Mr. Plummer frankly attributes it in large part to Ripans Tabules.

His first experience with this remedy began 18 months ago. Prior to that, Mr. Plummer states, his memory failed to go back to a time when he was not constantly troubled with constipation. Nothing he resorted to gave more than temporary relief. Since taking Ripans Tabules, however, nobody, Mr. Plummer thinks, has more perfect digestive organs than he. The bowels perform their functions with regularity; there is no distress after eating, no headache, no heartburn, no dizziness—nothing of a dyspeptic nature.

Mr. Plummer considers Ripans Tabules a remarkably efficacious remedy for disorders of the stomach, liver and bowels.

Scientific accuracy in preparation and purity of ingredients are the principal reasons why physicians indorse Ripans Tabules. There are 36 Tabules in a box.

Ripans Tabules: Sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 30 Spruce St., New York.

Established 1834.

# Anzeiger des Westens

Daily, . . . . . 8 pages.

Sunday, . . . . . 24 to 32 pages.

Weekly, . . . . . 12 pages.

**The Great German-American paper of the West and Southwest.**

The leading, the foremost German Daily of St. Louis—its circulation by far exceeds that of all the others.

THE ANZEIGER DES WESTENS pays more postage for its issue through the mails than any other German paper in St. Louis.

THE ANZEIGER DES WESTENS covers the German field of the West and Southwest.

ANZEIGER ASSOCIATION, PUBLISHERS,  
ST. LOUIS.

JOHN SCHROERS, Business Manager.

● EMIL CARO, Advertising Manager.

**We don't ask you to take our opinion regarding the value and standing of the**

## Dayton News and Times.

It might be prejudiced, but we offer the testimony of leading advertisers who have used these papers and know whereof they speak. When they say that better results are secured from their advertising in these papers than from all the other Dayton papers combined, it means something. You are after results, are you not?

**A COMBINED  
CIRCULATION OF 14,000 DAILY,**

among the homes of prosperous Dayton, with its 80,000 people, at our prices, would be of value to you, if your article is one that is used in the homes.

**We invite correspondence on any point  
relative to these papers. Address**

**H. D. LACOSTE,  
38 PARK ROW,  
NEW YORK.**

## To Seedsmen

**Y**OU have seeds or plants to sell. We have the people who buy them. Some of these people would also act as agents to sell them if they knew your terms. Will you tell them?

These papers furnish the easiest, quickest, and cheapest way to tell about what you want known in over 220,000 families. They furnish the only way to these homes with an indorsement which gives added value to your announcement.

In these papers you do not waste your money doubling up on circulation. Each paper has a separate field, but together the different denominations are

Write to us for fuller particulars.



**Put  
Them  
On  
Your  
List**

**Sunday School Times  
PHILADELPHIA.**

**Lutheran Observer  
Presbyterian Journal  
Ref'd Church Messenger  
Episcopal Recorder  
Lutheran  
Christian Instructor  
Christian Recorder**

**Over 220,000 Copies  
Religious Press  
Association  
Phila**

thoroughly covered. While all the papers are good, some have greater circulation among the farming and semi-rural communities. Shall we tell you which they are? We attend to the details of advertising for all these papers. Write to us for fuller particulars.

**THE RELIGIOUS PRESS ASSOCIATION,  
1200 Chestnut Street, Philadelphia, Pa.**

**MORNING TIMES**

**4,500 Daily.**

**DAYTON, OHIO,  
POPULATION**

 **80,000** 

...BUT THE...

# **EVENING PRESS**

**GUARANTEES ALL ADVERTISERS A CIRCULATION EXCEEDING BOTH OF THESE PAPERS COMBINED. WRITE IT IN YOUR CONTRACT.**

*For further information  
address*

**LOUIS V. URMY,  
Times Building,  
New York.**

**EVENING NEWS**

**9,500 Daily.**

# FARM NEWS!

PUBLISHED BY

**THE HOSTERMAN PUBLISHING CO.,**

SPRINGFIELD, OHIO.

**GEO. S. BECK, AD MANAGER.**

Commencing with the March issue **FARM NEWS** will be copyrighted every month, a course forced upon us because of the fact that many of the so-called agricultural journals of this country had such great regard for the writings of this model farm paper's corps of special contributors that they used them very frequently to make their sheets appear something like agricultural farm papers; but in the great majority of cases failed to give the giant of them all—**FARM NEWS**—the credit of being the originator and first publisher.

**FARM NEWS** received more than one hundred complimentary letters from advertisers using its columns during the past two months.

**FARM NEWS'** advertising rate is the lowest quoted by any paper of its class in the world having a circulation of like guaranteed extent and character.

There is not a reputable advertising agency in the United States that will refuse to heartily recommend the advertising columns of **FARM NEWS**.



## Womankind!

**WOMANKIND** the honest woman's paper, edited by women for women and taken by women exclusively to the extent of a circulation exceeding **60,000**, is also published at Springfield, Ohio, by

**THE HOSTERMAN PUBLISHING CO.,**

**GEO. S. BECK, AD MANAGER.**

## *Milder Weather*

also a benefit.

It gives the plant a chance to attain its  
most perfect development—FRUIT.

## The Fruit

of the VIGOROUS CIRCULATION of the

# ST. PAUL GLOBE

is its popularity among advertisers. All  
St. Paul advertising merchants use the  
GLOBE freely. It pays them.

Eastern Office:

517 Temple Court, New York City.

C. E. ELLIS, Manager.

# The Detroit Suns.



## ILLUSTRATED.

April 7.....	98,920
April 14.....	98,632
April 21.....	99,756
April 28.....	102,621
May 5.....	104,002
May 12.....	101,603
May 19.....	105,728
May 26.....	103,824
June 2.....	102,824
June 9.....	104,618
June 16.....	101,982
June 23.....	92,781
June 30.....	98,714
July 7.....	99,728
July 14.....	92,998
July 21.....	101,604
July 28.....	97,728
August 4.....	95,898
August 11.....	98,981
August 18.....	94,628
August 25.....	92,701
September 1....	93,001
September 8....	94,718
September 15....	84,021
September 22....	89,926
September 29....	91,763

Total.....2,544,700  
Average weekly circulation  
for the past six months,  
97,837.

## SUNDAY.

April 8.....	26,528
April 15.....	25,927
April 22.....	25,824
April 29.....	26,927
May 6.....	27,002
May 13.....	27,628
May 20.....	28,212
May 27.....	27,644
June 3.....	24,816
June 10.....	25,718
June 17.....	22,674
June 24.....	23,601
July 1.....	26,823
July 8.....	24,617
July 15.....	21,692
July 22.....	23,818
July 29.....	25,978
August 5.....	27,819
August 12.....	24,332
August 19.....	25,718
August 26.....	23,809
September 2....	25,819
September 9....	22,602
September 16....	21,216
September 23....	24,781
September 30....	24,615

Total.....656,140  
Average weekly circulation  
for the past six months,  
25,236.



**W. C. BAKER, Business Manager. JOHN BATES, Pressman.**

Subscribed and Sworn to before me this 18th day of October, A. D. 1894.

**D. A. DELANY, Notary Public, Wayne Co., Mich.**

**RATES ARE LOW.**

**New York Advertising Office: - - 517 TEMPLE COURT.**



# A Sure Test

One of the shrewdest advertising men in the country once remarked, "show me the paper that carries the largest number of 'Want' and other small ads, and I will show you the best and most widely circulated paper in that town."

## The Evening Star

has always enjoyed that distinction in Washington, and the quantity and quality of its circulation proves this assertion.

It has more than double the number of small ads of any other paper in Washington, because it is a "home" paper.

It goes into  $82\frac{1}{2}$  per cent of the occupied houses of the city, and it is presumed that the  $17\frac{1}{2}$  per cent who do not take it at home either buy it on the street or are too poor to afford a daily paper.

New York Representative:

L. R. HAMERSLY,

49 Potter Building.



**"In her 'Post-Intelligencer'  
Seattle has one of the four great  
papers of the Pacific Coast."**

**—"Harper's Weekly."**

**A GUARANTEE.**

The POST-INTELLIGENCER hereby guarantees its advertisers a bona fide *paid* circulation, Daily, Sunday and Weekly, double that of any other newspaper published in the State of Washington. Advertising contracts will be made subject to this guarantee.

**A. FRANK RICHARDSON,  
Special Agent,  
13, 14, 15 Tribune Building,  
New York.**

SCOTT'S EMULSION

SAPOLIO

CARTER'S LITTLE LIVER PILLS

DR. PIERCE'S  
WORLD'S DISPENSARY

These are the

# Foot-prints OF Successful Advertisers

Who planted their announcements in the  
fertile columns of

.....THE.....

## OMAHA BEE

The BEE is successful as an advertising medium because it gets results. It does this because it thoroughly covers its field, and because its thousands of readers believe in it. It covers the State of Nebraska like a blanket: not a city or town in which the Daily and Sunday cannot be found; not a village or hamlet in which the Weekly is not a welcome visitor.

### KNOWN CIRCULATION:

Daily, 25,000  
Sunday, - - 30,000  
Weekly, 42,000



A. FRANK RICHARDSON,

Chamber of Commerce,  
Chicago, Ill

Tribune Building,  
N. Y. City.

COTTOLINE

CUTICURA

PEARLINE

LYDIA PINKHAM

GREEN'S NERVURA  
PAIN'S CELERYSAFE CURE  
PINK PILLS

# Publishers' Announcements.

For many years THE NEW YORK EVENING POST has contained more publishers' advertising than any other daily newspaper in the United States, and the excess is now greater than ever before, as will be seen from the following statement :

151,071 lines of publishers' advertising printed in THE EVENING POST from January 1, 1894, to December 22, 1894.

165 per cent more than appeared in any New York morning paper, or in any paper in the United States, in the same period. In 1893 the excess was 116 per cent.

72 per cent more than was printed in all other New York evening papers together in the same period. In 1893 the excess was 49 per cent.

In other words, THE EVENING POST, from January 1 to December 22, 1894, contained 532 columns of publishers' advertising, and the largest amount printed in any other daily paper was 201 columns, and the amount printed in all other New York evening papers together was 309 columns—allowing twenty inches to the column.

Two conclusions may be drawn from this statement, the first that the publishers generally believe that there is one paper which pre-eminently appeals to the readers of good literature—those who buy books ; and second, that the columns of THE EVENING POST afford a practically complete reference list of new publications, and that the paper has become in a sense the official medium for such announcements.

It may be added that in no other daily newspaper in the United States is so much space given to book reviews and other literary matter. The literary notes published on Monday of each week contain the announcements of new publications, and these notes are followed by reviews which are contributed by leading writers and specialists.



Publication Office,  
206-210 Broadway, N. Y.



**200  
THOUSAND  
COPIES**

## **The Milk in the Cocoanut...**

The 145,000 Southwestern families who subscribe regularly to **The Weekly Courier-Journal**, of Louisville, Ky., are recommending it to their friends at such a rate that it calls for 55,000 extra copies on the last edition of each month. 200,000 copies, the bulk of it taken in nine States, and every copy welcomed in a household that believes in it and swears by it because it represents their section and their interests—and has represented them for 64 years, as no other paper can.

The Southwest is a fortunate section this year. Good crops have made it a fine field for an advertising campaign, and now is the best time in two years to begin. 145,000 copies every week. The last week of each month, 200,000 copies. 75 cents per agate line, with appropriate discounts on insertions or amounts. Copy should be in a week ahead.

## **THE WEEKLY COURIER-JOURNAL**

.....

**A. FRANK RICHARDSON,**

**Chamber of Commerce,  
CHICAGO.**

**Tribune Building,  
NEW YORK.**

# Our Shoulders are Broad.

We will relieve you of every detail of advertising—except paying one bill.

Details that to you are irksome and unusual are matters of system and experience to us.

We employ men to write and illustrate advertisements—have a fully equipped printing office for putting them in type.

Let us map out an advertising campaign for you.

Write,

**Lord & Thomas,**

Newspaper and Magazine  
Advertising,

45-47-49 Randolph Street,  
Chicago.



From CHAS. M. SNYDER,

Advertising Manager,

The "HUMP RICHARDSON & DE LONG BROS.,  
HOOK & EYE." Philadelphia, Pa.

It goes without saying that Richardson & De Long Bros. are firm believers in street car advertising. However, here are some reasons:

You have only to share attention with from sixteen to twenty other advertisers.

Almost any place in a well patronized car is position.

The opportunity for strong, individual work is great.

It is not only a relief to see an inviting card in a street car, but there is ample time to study it.

The reader is generally *en route* to the dealer, a point which gives your announcement the right emphasis at the right time.

It is also equally evident that Richardson & De Long Bros. believe thoroughly in Carleton & Kissam's methods of doing business from the fact that they use your entire system, and have always used it more or less to herald the De Long Hook and Eye since they first began to consider this vehicle of public expression.

❦

**W**E have many more voluntary  
testimonials from America's  
greatest advertisers—Why? Be-  
cause they know when a con-  
tract is placed with us THEY  
GET WHAT THEY BUY!

❦

**CARLETON & KISSAM,**

50 BROMFIELD ST., BOSTON.

Postal Telegraph Building, - - NEW YORK.

16 BRANCH OFFICES.



# Why

does every advertising agent  
counsel the advertiser to use

THE

# Indianapolis News?



# Because:

- 1 Future orders depend upon the returns derived from present orders.
- 2 No other advertising field in America may be so completely covered or so entirely missed in the using or missing of a single newspaper.



P. S.—Sworn average for the past year to April 1st was 31,801 for each day. Payment for advertising conditioned on larger bona fide circulation than any other three dailies in Indiana combined.

... THE ...

Evening Wisconsin

Charges a Little More

....THAN....

ANY OTHER PAPER

IN MILWAUKEE

For Advertising,

...BUT IT IS...

Worth a Good Deal More.



Circulation, Daily, 24,000

“ Weekly, 28,000

●●●●● AN UNRIVALED EXHIBIT. ●●●●●

# THE PHILADELPHIA ITEM.

**Sworn Circulation of Daily, Sunday and Weekly ITEM for the Year 1894.**

## A SPLENDID BUSINESS SHOWING.

Magnificent success of the only paper in Philadelphia having two separate printing and stereotyping establishments (THE ITEM Main Building and THE ITEM "Annex" West) and owning and running WHOLESALE RAPID DELIVERY WAGONS (Forty-one in number), and the only Newspaper in the World owning FIVE of R. HOE & CO.'S MAMMOTH "QUADRUPLER" PRESSES, guaranteed to print, fold, paste, count and deliver over Three Hundred Thousand (300,000) perfect copies of THE ITEM every hour.

[illegible]

Average Sunday circulation.....	215,220
Total weekly circulation.....	3,735,566
Average weekly circulation.....	71,544

**+ Weekly.**

Total of all issues for one year.....	73,548,670
Total of 310 week-day issues.....	38,621,350
Daily average.....	124,582
Total Sunday circulation.....	1,191,460

• **Sunday.**

City of Philadelphia, ss.:

Personally appeared before me, the subscriber, John F. Pole, Magistrate of Court No. 10, of the said city, HARRINGTON FITZGERALD, who, being duly sworn, according to law, doth depose and say: That he is Manager of THE PHILADELPHIA ITEM; that to the best of his knowledge and belief the above table correctly shows the circulation of THE ITEM from January 1, 1894, to December 31, 1894, inclusive, and further deponent saith not.

HARRINGTON FITZGERALD.

Sworn and subscribed before me this 11th day of January, A. D., 1895.  
[SEAL] JOHN F. POLE, Magistrate of Court No. 10.

**S. C. BECKWITH**, Sole Agent Foreign Advertising,  
 "The Rookery," Chicago. Tribune Building, New York.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

CHICAGO, Feb. 14, 1895.

*Mr. Charles Austin Bates, New York, N. Y.:*

DEAR SIR—I sent you to-day a country newspaper that I happened to open in our exchanges. The advertisements in it struck me at once as above the average, and therefore I mailed it to you.

A cigar dealer here has a glass sign in his window:

LET'S SMOKE IN THIS WORLD,  
NOT IN THE NEXT.

—“Bob” Ingersoll.

Yours, etc.,

A. P. FENNERTY,  
319 Dearborn street.

Of the half a dozen or more advertisements which Mr. Fennerty marked in the paper mentioned, every one was taken from the ready-made department of PRINTERS' INK. I do not always believe that the ready-made ads are very good, but taken as a whole, I guess they are “above the average.”

I am glad to know when they are used, and I am more than glad to receive suggestions in this line. Whenever you have a good idea, or see a good idea of some one else's, remember that I will always be glad to get it.

\* \*

STUART, Ia., Feb. 12, 1895.

*Mr. Chas. Austin Bates, New York, N. Y.:*

DEAR SIR—We inclose you copy of ad that sold us lots of wall paper. The days were stormy and bad, but we had a “full house” each day. We made a nice display in the store, and gave away by lot one pattern each day of the opening. The sales on the opening days were not worth speaking of, but the “give away” of one pattern brought them to see us, and by nicely displaying our spring stock of papers all over the store convinced them we had the largest and nicest stock in our city, and when they wanted wall paper they came right to us for it. The only exception we know of—strange as it may appear—was the “old gal” who drew the free pattern the first day. She took enough for two rooms (we think) and bought elsewhere when she needed more. Probably she was afraid to show up here again.

Yours truly,

GIVEN, CARY & Co.

The ad mentioned was printed in the form of a circular. The best thing about it is that it is printed on very pretty wall paper. The size is about six by ten inches. The wall paper makes it quite noticeable and out of the ordi-

nary. I am really surprised that more printers do not make use of wall paper in fancy job work. It is not expensive. It takes a little bit of time and trouble to cut it up to the desired size, but an effect can be secured with it that cannot be had in any other way. Pretty wall paper makes a very striking cover for a booklet, and gives an impression of richness that is out of all proportion to the cost. I reproduce the matter of the advertisement, not because I can see any particular merit in it, but because it is an example of an advertisement which actually sold goods. The idea in it is what makes it valuable. What you say in an advertisement amounts to a great deal more

To-day and to-morrow you are cordially invited to our Wall Paper opening. Rain or shine we will positively appear with the finest exhibition ever shown in Stuart. Admission free.

As the ladies of Stuart and vicinity have always given us a very liberal patronage, we will reciprocate by giving away, each day of our opening, one complete pattern—side-wall, ceiling and borders—of your choice of any paper in our store. Remember this costs you nothing but a visit to our opening, Friday or Saturday, March 24th and 25th.

Everybody welcome. Curtain rises at 9 a. m. and continuous performance until 9 p. m.

Your friends, GIVEN, CARY & Co.

Ask for our circular, “How to Paper.”

than how you say it. It is better, of course, to have the wording attractive and correct, but that is always a secondary consideration. A man may be able to write the smoothest and most poetical English and still not be able to construct an advertisement that will sell goods. A mere word-juggler, though he have the diction of an Ingersoll, cannot construct an advertisement that will sell goods unless the thing he is talking about and the offer he is making are good. A little while ago I saw the advertisement of an advertisement writer, who said: “It is not what you say but the way you say it that counts in advertising.” If there ever was a case of “cart-before-the-horse,” this is it. The idea is one which seems to be more or less preva-

lent, and it is one which accounts for the unprofitability of a great deal of the advertising that does not pay. Of course it is important that the advertisement be correctly worded, and the writing of it may make a great deal of difference in its effectiveness, but the story that is to be told is of prime importance.

People do not read advertisements for the purpose of being amused. They do not read them for the sake of the poetry or literature they contain. They read advertisements to acquire a knowledge of facts. Advertisements are business news. If they are not news, they are nothing. If they do not tell something, they amount to nothing. An advertisement is published for the purpose of conveying to readers certain facts about a particular business. If they are well written, so much the better. It is the same with newspapers. People like to have news served to them in an interesting way, but they want the news more than they want the way. If a reporter "speak with the tongue of men and angels" and does not give the news, his paper will lose circulation, and the "miserable sheet on the other side of the street," whose editor says "Haint got no" and "never no more," but who still tells the news, will get the readers. It isn't always the smart advertisement that sells goods. I really doubt very much if it ever is. The article on page 13 of *PRINTERS' INK*, Feb. 20th, is something which every writer of advertisements ought to read and commit to memory. The mission of an advertisement is not to look pretty, or to sound pretty, or to please the writer, or to please the men it is written for. It is designed simply and solely for the purpose of selling goods. It does not make any difference what else it does, or looks like, or sounds like. If it sells goods it is a good ad, and what is said in it is what makes it sell goods, or not.

\* \* \*

H. G. & B. F. MILLER, }  
General Merchandise. }  
LEBANON, Pa., Feb. 14, 1895. }

*Mr. Chas. Austin Bates:*

SIR—Am an interested reader of *PRINTERS' INK* and have received much sound advice from it. We change our ads every week or so, and of late have been making announcements of goods at reduced prices. We believe in short introductions to what we mean to advertise, so that the busy eye can at once grasp the theme of our ad. *PRINTERS' INK* advises the statement of prices in

ads. To this we agree and have reason to believe that it is by far the best mode of advertising. Respectfully yours,

H. G. & B. F. MILLER.

Capital, \$3,500,000.  
THE WERNER COMPANY,  
Publishers and Manufacturers.  
Lithographing-Printing.  
CHICAGO, Feb. 9, 1895. }

*Charles Austin Bates, New York, N. Y.:*

DEAR SIR—We have admired your department in *PRINTERS' INK* and have found several valuable suggestions in it.

Circulars, booklets, etc., while not exactly in your line, we have no doubt you have opinions on worth quite as much as display ads. What do you think of the inclosed?

Very truly, THE WERNER COMPANY.

The first thing that strikes me about the booklet sent, is that the pages are too large. They are about six by eight inches, and should only be about half that size. I presume that they were made large to accommodate a couple of very excellent half-tone pictures, but these might have been made a little smaller. The pamphlet advertises a new life of Napoleon, although one has to look through the matter pretty carefully to discover what it really is about.

This is a great mistake in any kind of advertising. It ought to show plainly what it is. I think it would be very hard indeed to make any advertisement too direct or too plain. The best feature in this pamphlet is one which I venture to say is purely accidental. A part of one page of the book is reproduced, to show the exact style and size of the type. This of itself is a good thing. The real advertising value of this reproduction, however, lies in the fact that the short extract given is very interesting and that it breaks off in the middle of an incident, leaving the reader in possession of the first half of the anecdote and with a very well developed curiosity to know the rest of it. There is nothing new about this method of advertising a story or book. It has been done thousands of times. I believe that Robert Bonner was the first to employ this method, in his advertising of the *New York Ledger*. I should think that retail booksellers would find it quite profitable to advertise books in this way. They might, for instance, publish a little folder or booklet, in which, by this method, several new publications would be advertised. Retail booksellers, as a class, are extremely poor advertisers. They think that their business is so different from all other business that it cannot be ad-

vertised. I should think it was one of the very best businesses in the world to develop with good advertising. There is no limit to the consumption of reading matter. Books are not a necessity. Nobody ever has enough of them.

The cumulative value of advertising a book store ought to be very great. The book-buying habit is one which is very hard to break away from. If you can make a book-buyer out of a man once, you are pretty near sure that he will be a book-buyer all the rest of his life.

*For Groceries—(By J. J. Bamberger).*

## Honest Tea Is the Best Policy.

Our tea is honest tea, and we only ask an honest price for it.  
Pure Japan, 30c. per pound.  
Sea Gull, 25c. per package.  
It is the same with everything we sell. You will find this policy in our dealing with you.

*For a Grocer.*

**CALLA  
LILY,  
\$3.75.**

and the large trade is coming.

**Quality, Solid Quality,**

**And Our Prices Do It.**

We hope this may be the means of our selling you a barrel of Flour on trial, and when it comes to GROCERIES, our stock speaks for itself. If you don't come to town, send your orders. They will be nicely filled. Yours truly,

**H. N. GOODHUE.**

*For Dry Goods—(By R. W. Robertson).*

**DOES**

**FARMING**

**PAY?**

It does if you look after the little things; For instance, if you study how to save Say 10 or 15 per cent on the dry goods you buy. This can only be done by watching the Bargains that are going, and the people Whom you know are in the habit of giving Them. "We have left undone those things We ought to have done," and we have Doubtless done those things we ought not, But our first thought is to procure goods We are not ashamed of, and put prices On them that will make our customers Stick to us like burrs on a cow's tail. You may, perhaps, need some—

*For an Electric Battery—(By E. French).*

**IF YOU ARE**

**DEAD**

and want another shot at living let us hook to your great toe our little galvanic battery. For many ills—the book tells about them—it can be self applied at home with excellent results. Sluggish blood is made as gay as a babbling brook; rusty joints no longer creak and twinge. It will clear "the morning after" head quicker than a pint of drugs. It seems to run through the system, like quicksilver broken on a table, finding and evaporating every obstruction to normal conditions.

Book costs nothing. Battery \$5.

If you would enjoy life

**TRY TO LIVE.**

*For a Druggist.*

**THE MAIN OBJECT**

In keeping our drug store open is to put up prescriptions, and that keeps us fairly busy—with more business in sight. Our little shop is often full, but we will make room for you long enough to take your order, and will deliver your medicines anywhere in the city.

Incidentally (and why not?), we supply several hundred of the Pratt Institute Students with Art Materials, and they think a lot of the corner drug store.

**McELHENIE & MARSLAND,**

Apothecaries of the First Class.

*For a Special Sale—(By James MacMahon).*

**ODD LOTS.**

**BARGAIN PRICES.**

A stock inventory, such as we take semi-annually, necessitates the overhauling, measuring and accounting of every article in our establishment, and gives us unquestioned knowledge of any excess of stock or accumulation of odd lots of goods or articles. The finding of many such is inevitable in a stock of the magnitude of ours, and we always take heroic means to dispose of them quickly (marking them at prices regardless of cost), to the end that our assortments may have that fullness and freshness that have proved so satisfactory to our patrons. This special sale should prove very attractive, as rare bargains are to be found in every department.



## Advertising Fable No. 15.

Some sailors, whose ship made but little progress towards the port whither she was bound, through want of wind, besought the Captain to allow them to throw out the ballast which was on board, in the hope that when the ship was lightened she would move faster through the water. No sooner was this done than a breeze sprang up, which in a few hours became a furious gale of wind, and the ship, deprived of the ballast which would have kept her steady, keeled over, and all on board perished.—Æsop.

In the storms and stress of business, it sometimes seems that it would be wise to lighten the load of expenditure by cutting off the advertising.

Advertising is business ballast. It makes the business safe and steady. It is needed even more in stormy times than when everything is smooth and easy.

Sometimes it is difficult to decide just how much and what sort of ballast to carry. At such times consult us. We are experienced advertising mariners, and we have ballasted many a successful ship.

**The Geo. P. Rowell Advertising Co.**

DEALERS IN BALLAST,  
10 Spruce Street, New York.

